Driving More Leads with HubSpot

SIMPLE STRAT

FLYWHEEL FUEL SERIES

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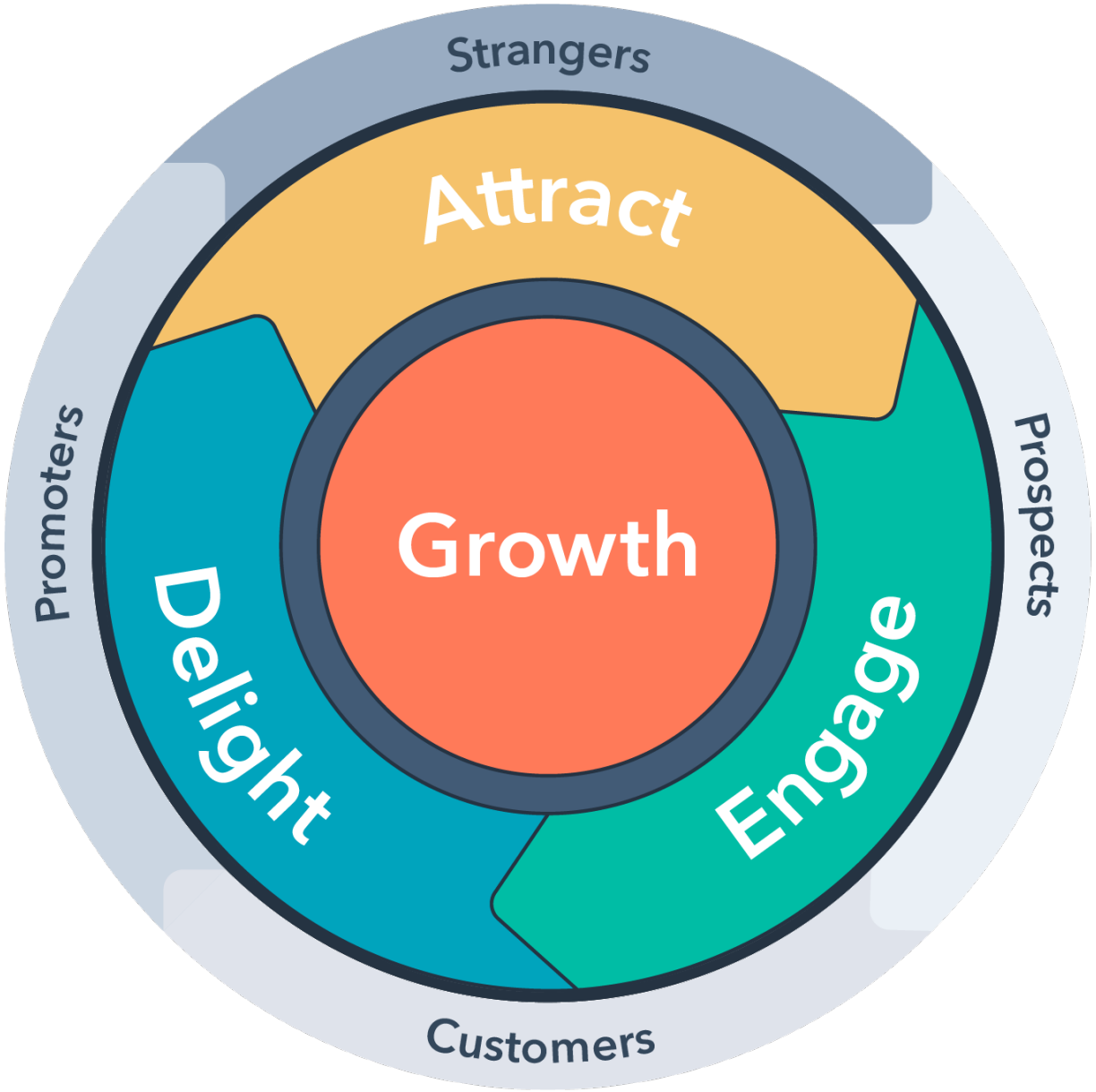
Flywheel Fuel Series

Help you create the fuel you need to power your flywheel



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Objectives

- Learn effective methods to generate more leads using HubSpot's suite of tools and features, covering everything from content marketing to email campaigns and beyond
- Explore a framework that will help you identify opportunities and rate by level of effort and impact
- Review real-life examples and case studies that show these ideas in action

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Simplify Growth

With HubSpot and the expertise to use it to its full potential.

Buy HubSpot

Fix HubSpot

Put HubSpot to Work

- HubSpot Management -

- Marketing Support -

Implement HubSpot

Learn HubSpot

Getting More Leads

SHOW ME THE
LEADS!!!!!!!

First, let's get on the same page!

- Lead generation: The process of attracting and converting prospects interested in your brand, product, or service

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Lead Conversions:

- Visitor to subscriber
- Subscriber to lead
- Lead to MQL
- MQL to SQL
- SQL to Opportunity

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This gets really messy to define because it depends on your strategy.

LEAD

- Qualified contacts that fit your ICP
- Inside or outside your CRM

MQL

- Contacts who have engaged with your marketing efforts but aren't ready to talk to sales

SQL

- Contacts who have taken actions that indicate their interest in becoming a paying customer

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Another Way to Look at It:

- Suspect to Prospect
- Prospect to Lead
- Lead to Opportunity

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ASSUMPTIONS

You must have a solid strategy:

- Who are your ideal customers?
- What are their goals, pains, and aspirations?
- What are their buying triggers?
- What info do they need to make decisions?
- How does this change throughout their journey?

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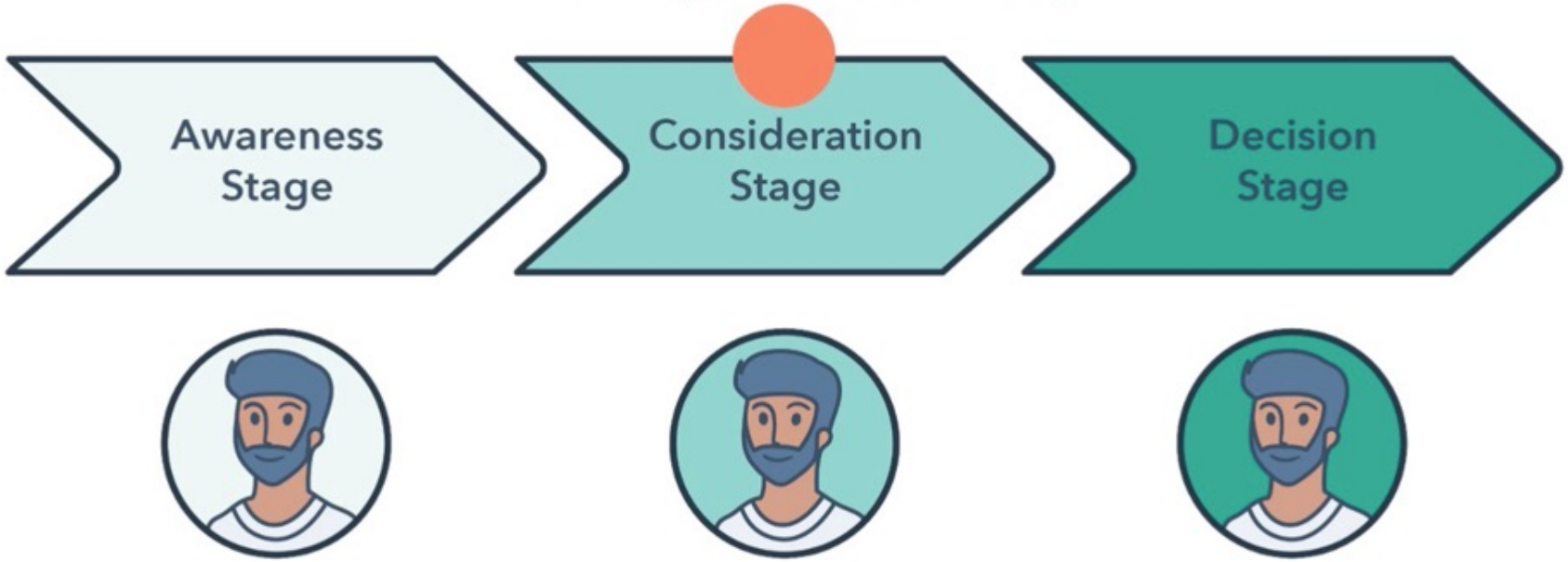
The Buyer's Journey



This is broken down into three stages: the buyer becomes aware of their challenge or goal, they consider solutions to help, and finally decide which brand can provide that solution.

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Lead Gen Tools According to HubSpot

Features in HubSpot specifically for Lead Gen:

- Landing pages
- Forms
- Emails
- Reporting
- CRM

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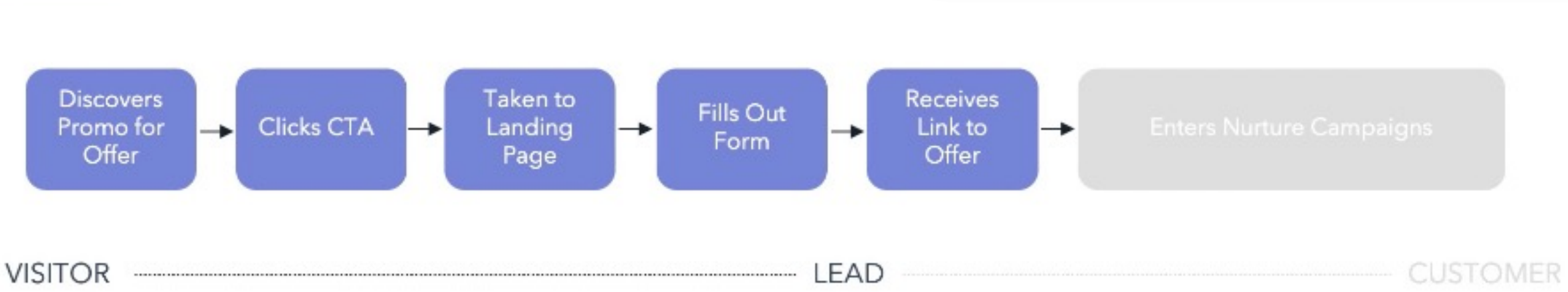
Lead Generation Process



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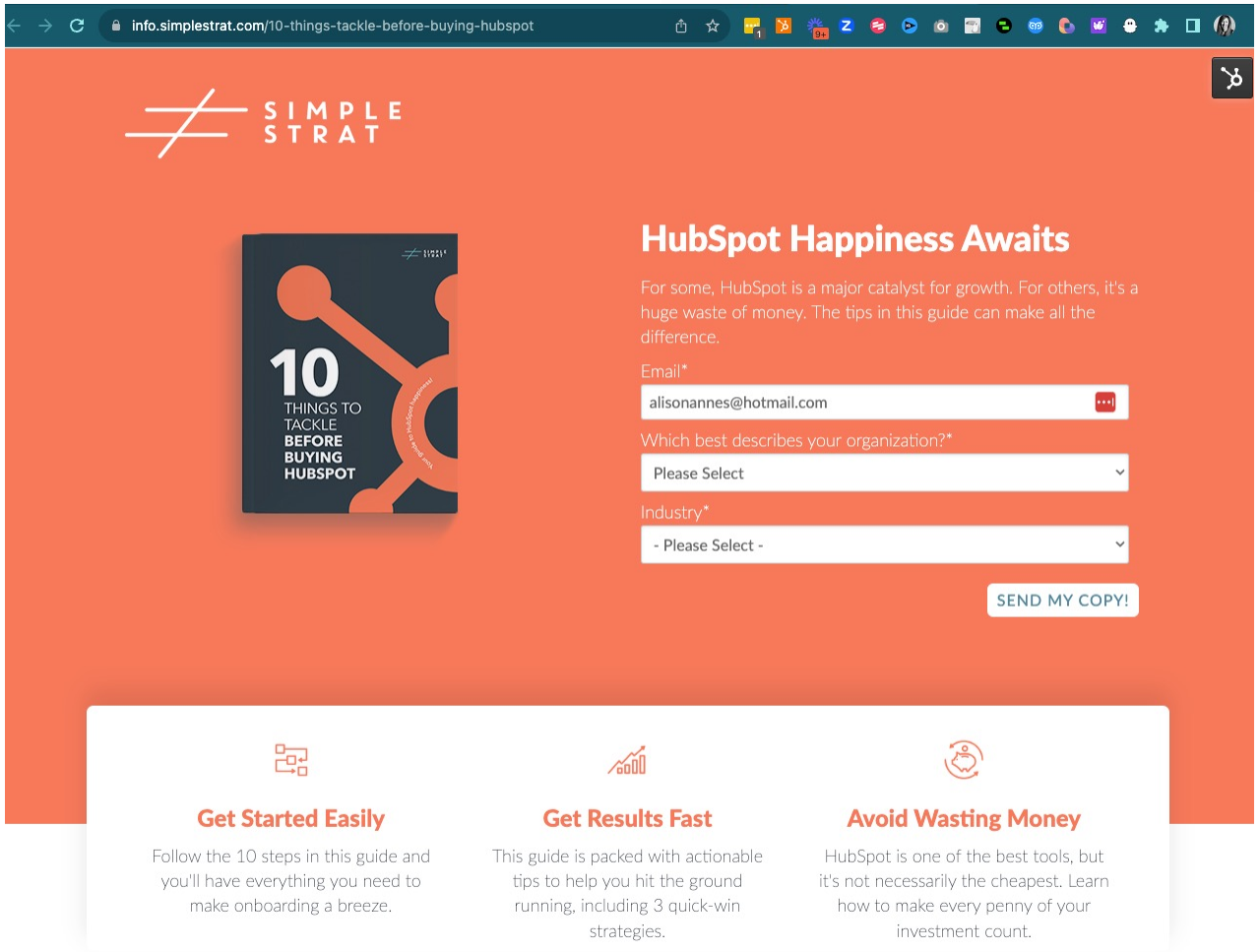
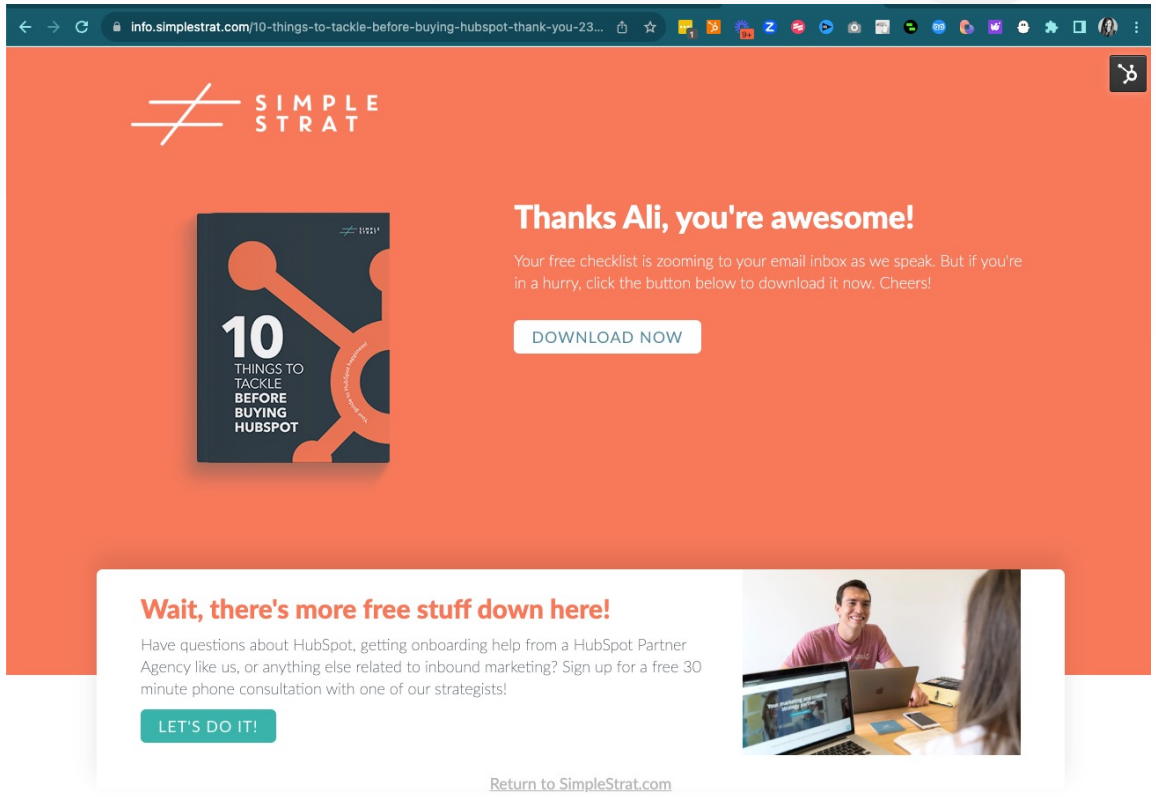
HubSpot's advantage is all of your lead gen tools are in one place

Let’s talk about 17 ways you can use these tools to generate more leads!

1. Landing Page + Lead Magnet Funnel





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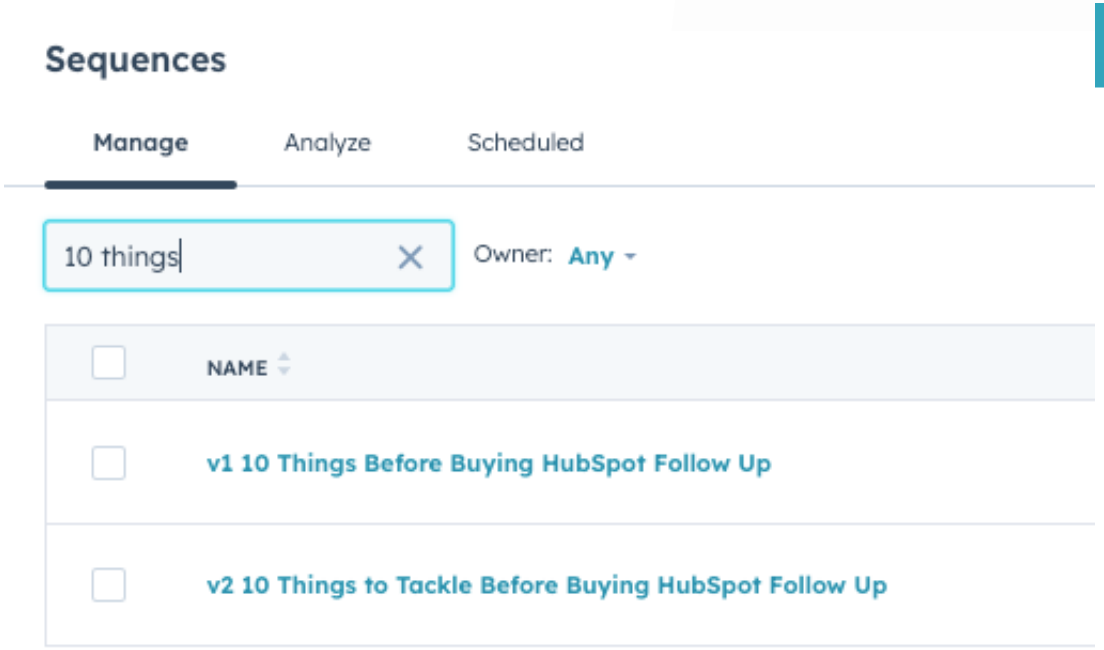

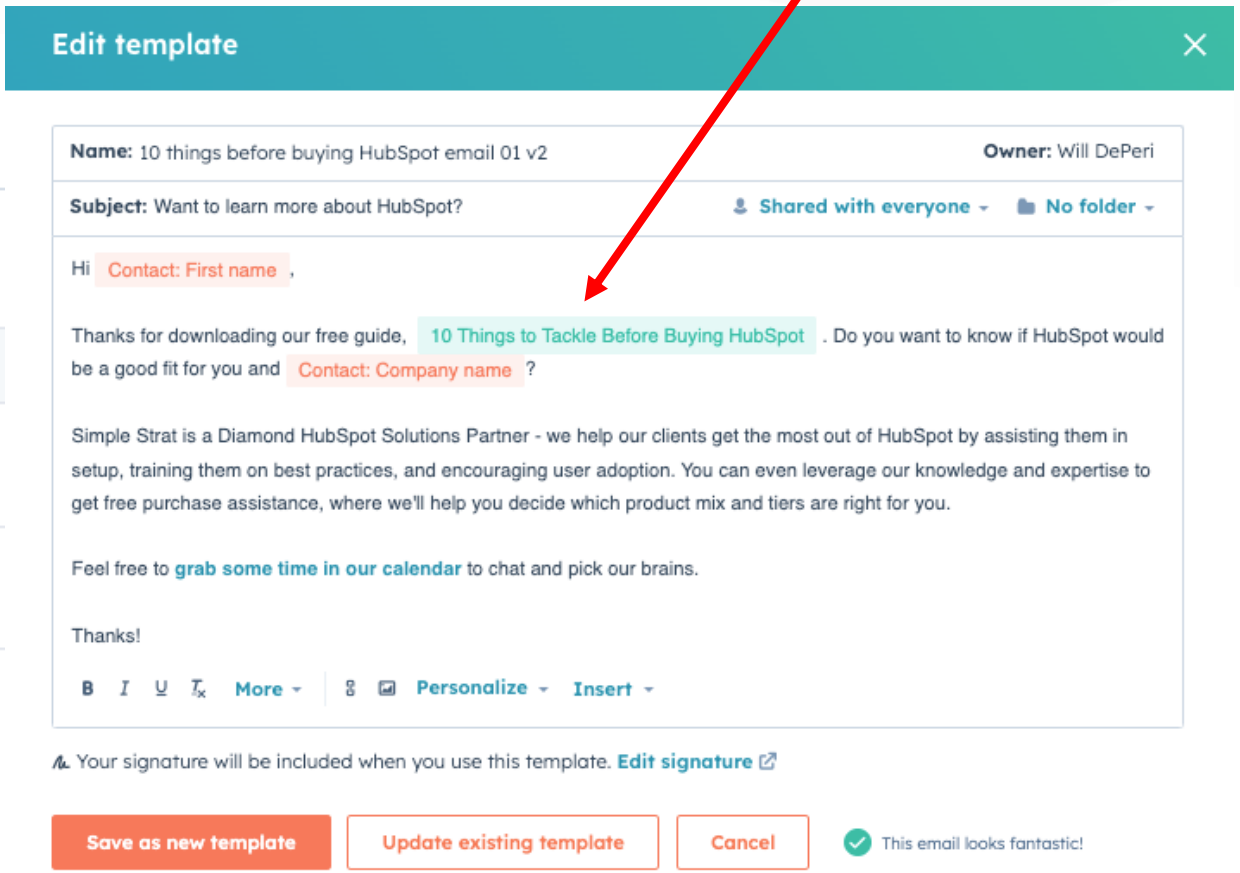

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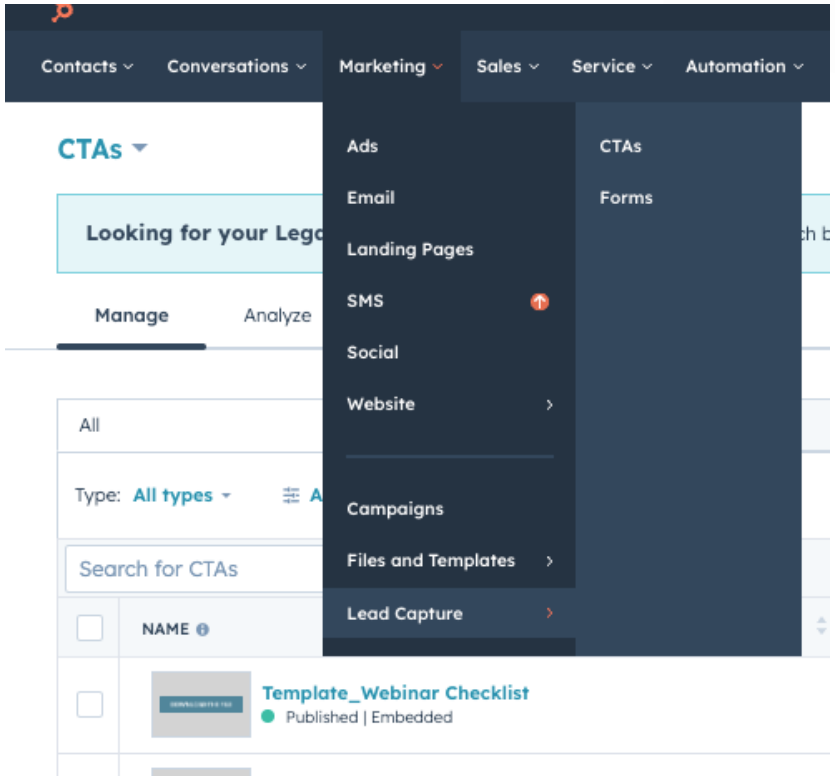
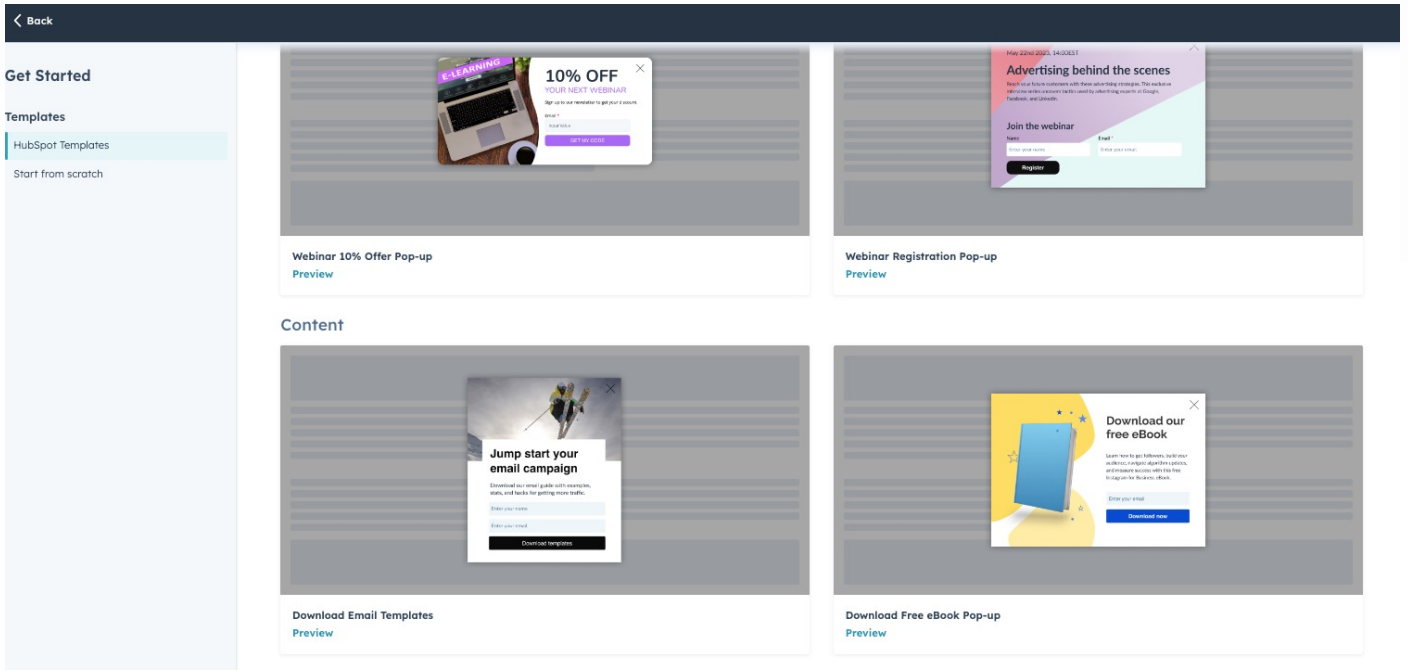
2. Pop-Up CTAs on High Traffic Pages





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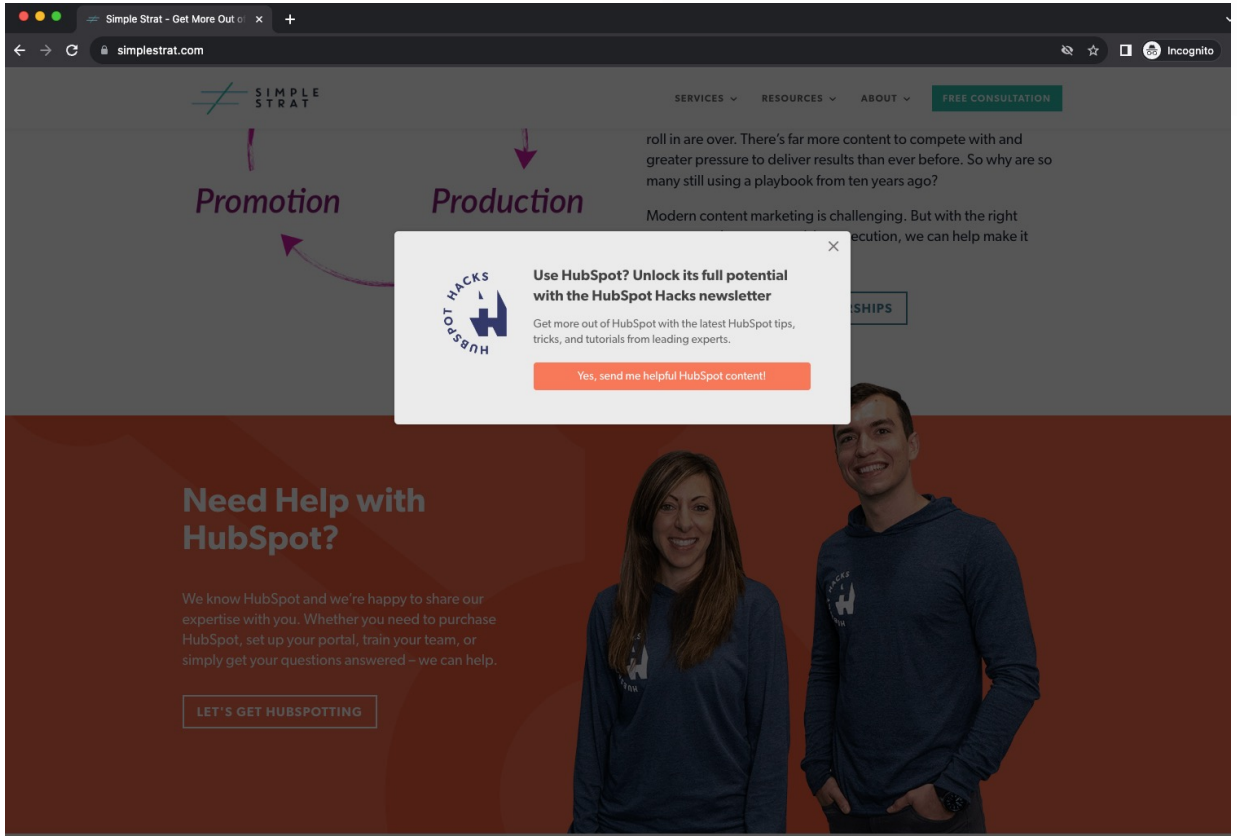

198

89

949

0

645

3. CTAs for Interest/Follow Up with an Event

☐	Inbound Survey 2023 - Not Going Published | Embedded	785	25	3.18%
☐	Inbound Survey 2023 - Going Published | Embedded	784	16	2.04%

- Use a workflow to put people in a specific follow up
- in person = task to reach out to book a meeting if they fit our ICP
- Not this year = make sure they get our INBOUND recap

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4. Social Posting to Individual Profiles on LI

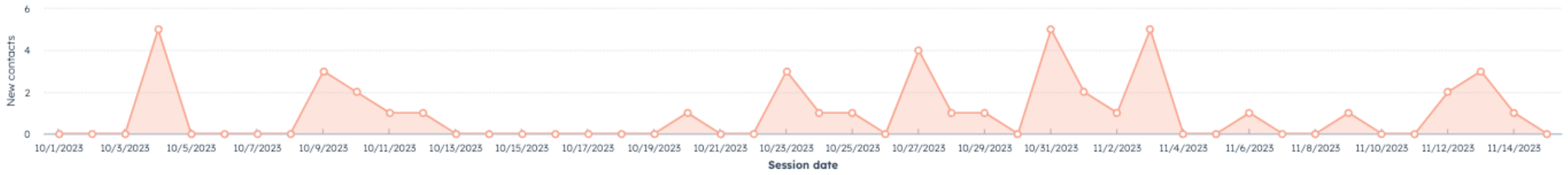
New Contacts

Activity between 10/1/2023–11/15/2023

Date range: This quarter so far | Frequency: Daily

LinkedIn

45



Top posts

Filter by: **Most interactions**

Unlock the secrets of effective marketing with **HubSpot**! Dive into our latest video where we break down the essentials of using HubSpot to engage...

Published Oct 24, 2023 11:03 AM

Link preview

INTERACTIONS	CLICKS	IMPRESSIONS	SHARES
48	22	N/A	N/A

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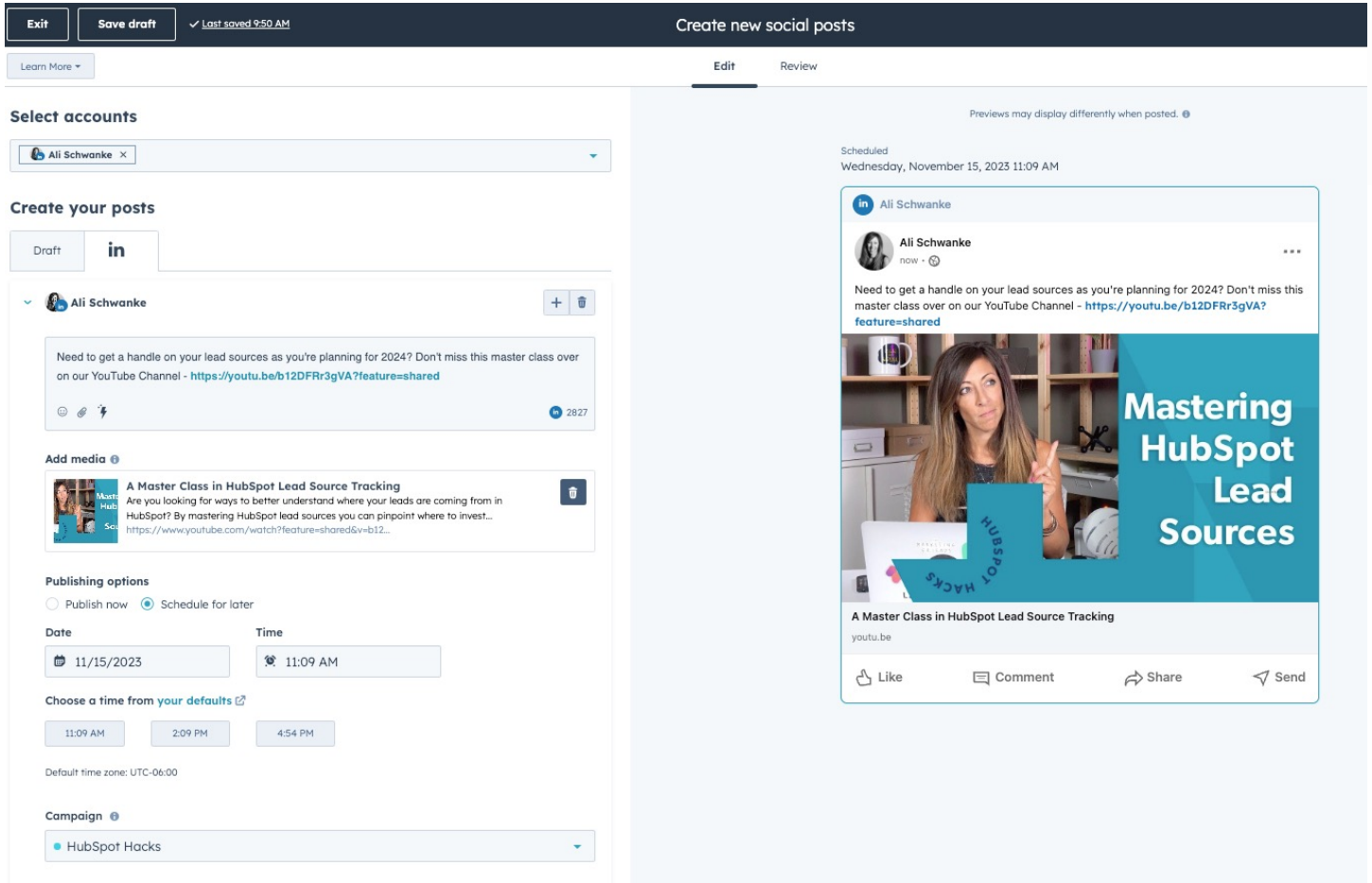
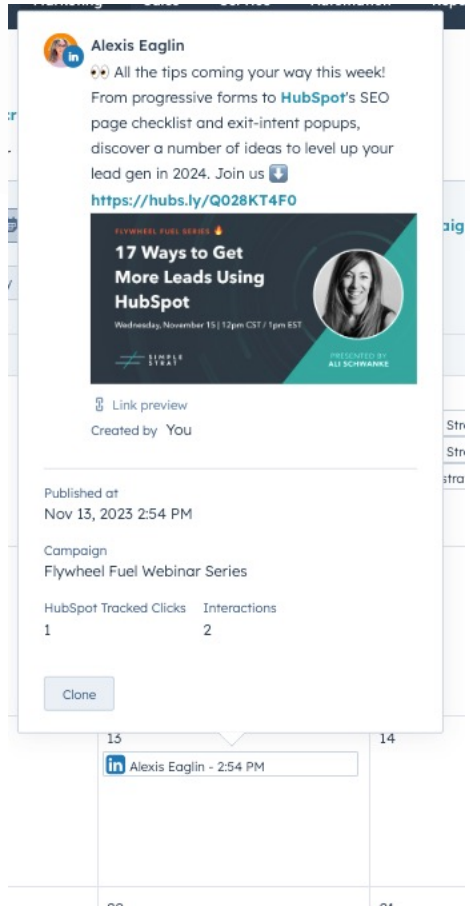
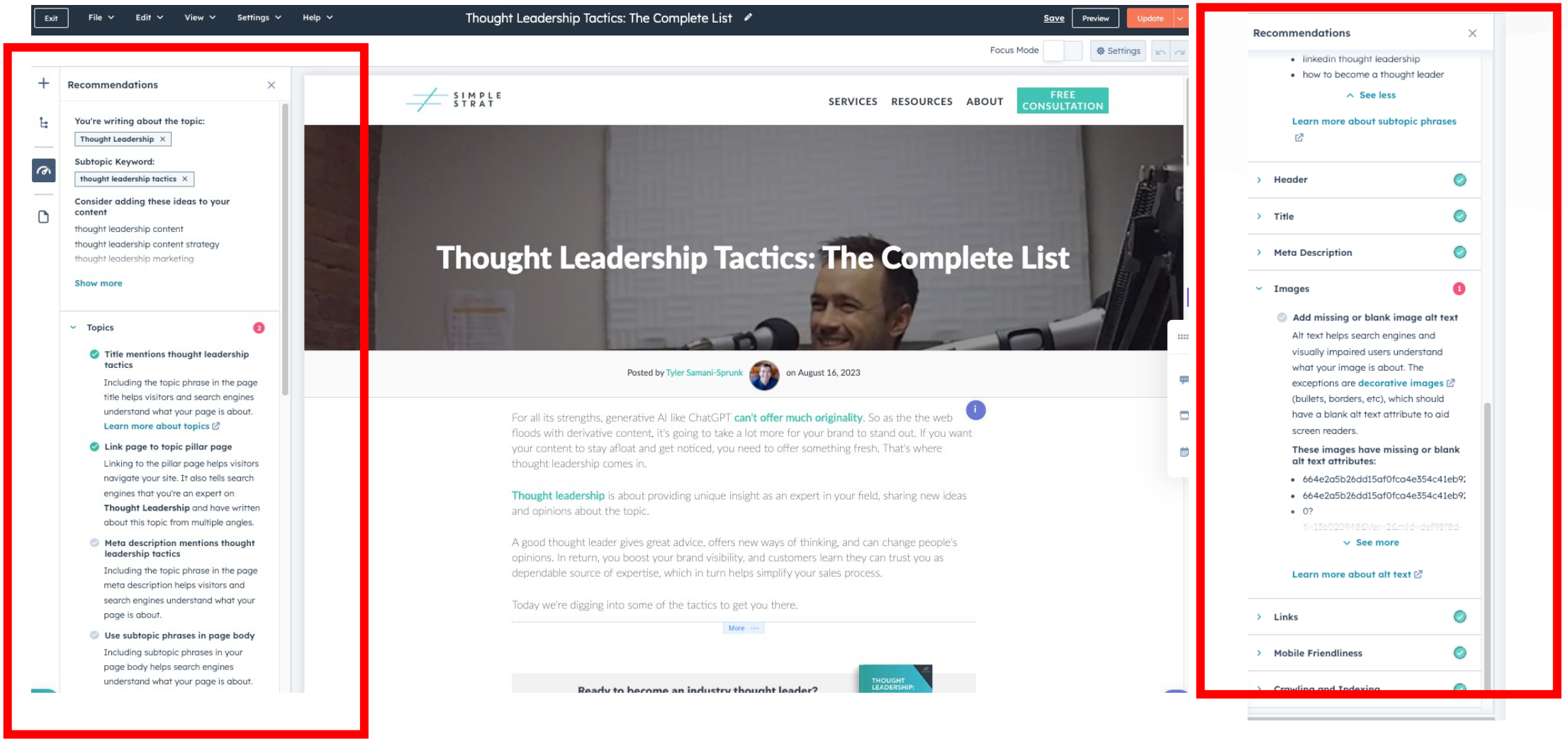
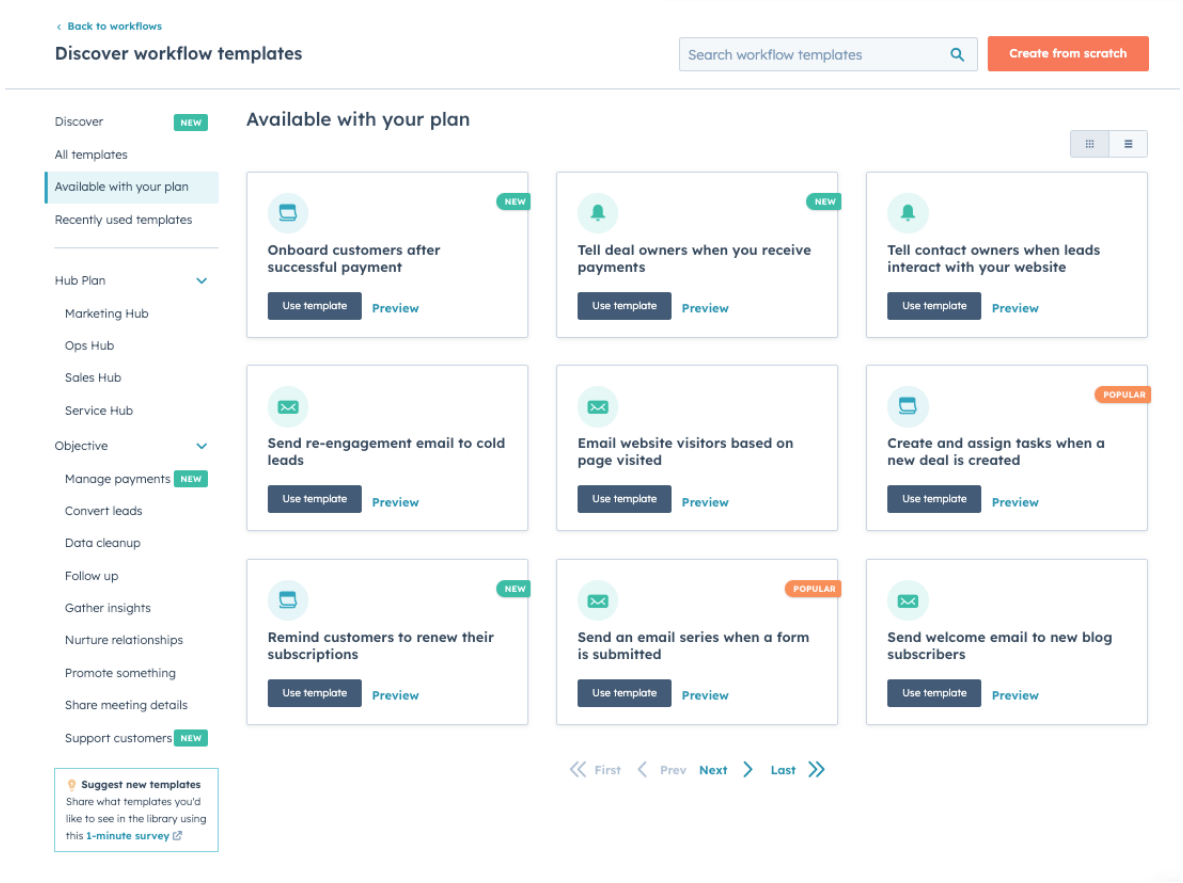


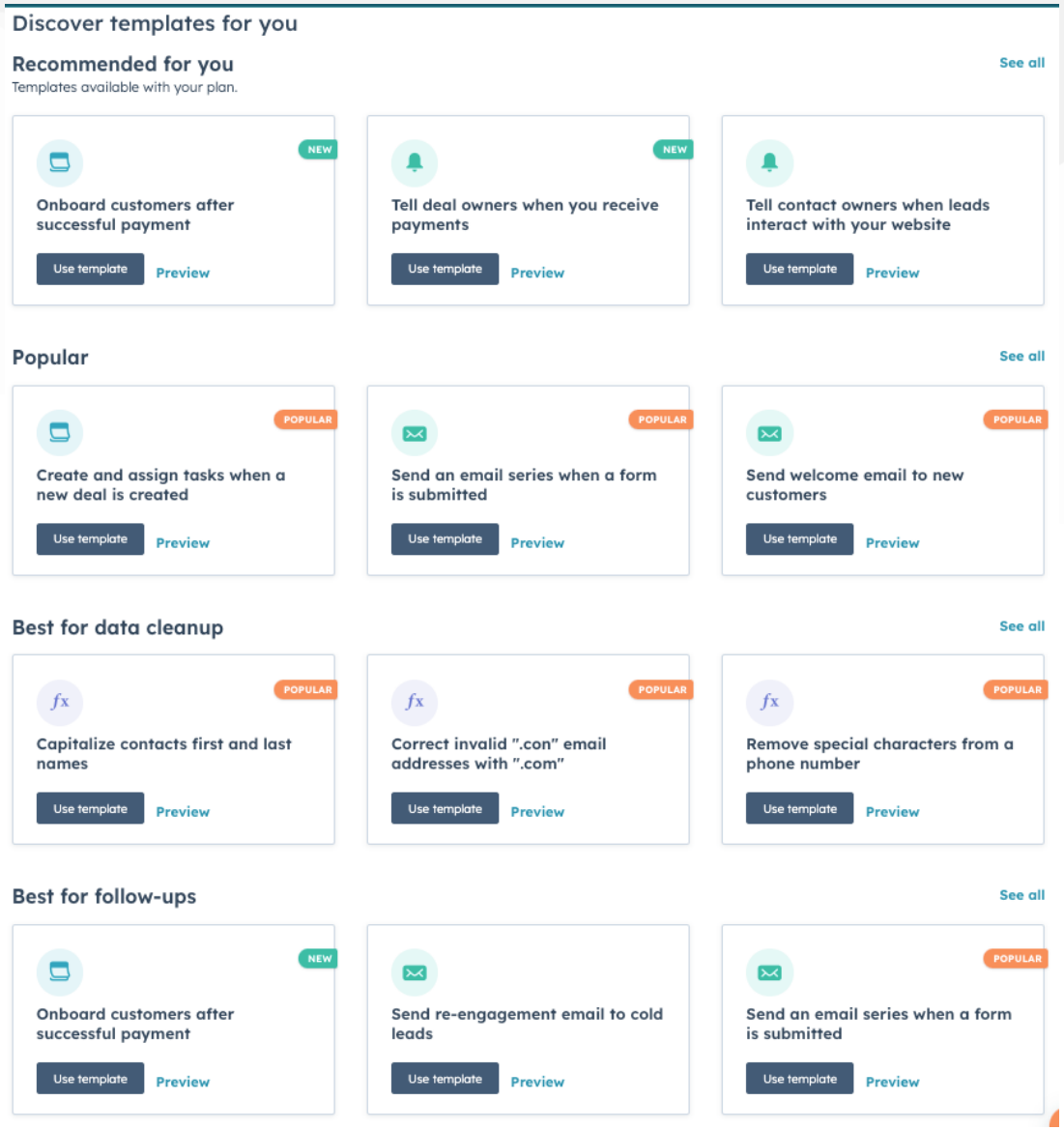


5. Optimize your blogs for leads from search

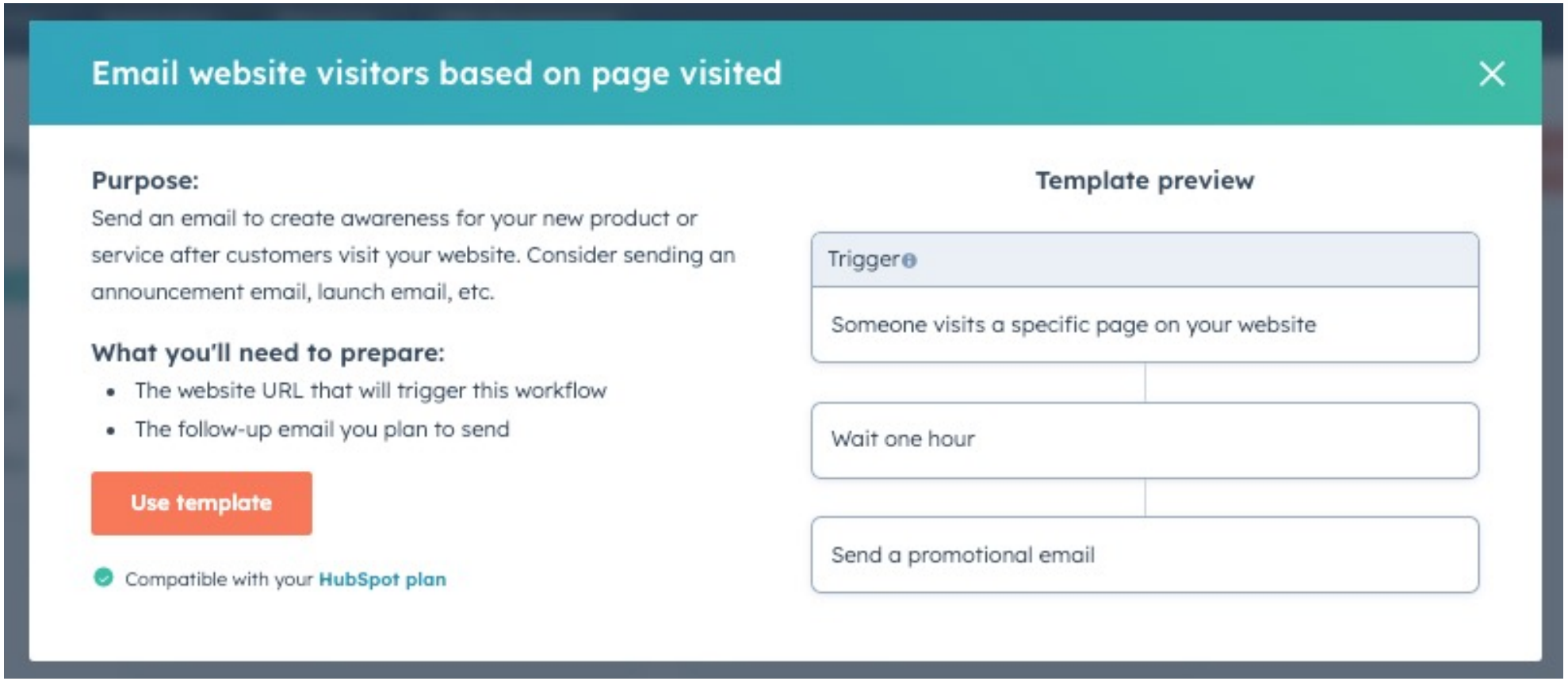


6. Use workflow templates





7. Promo email with specific page visit



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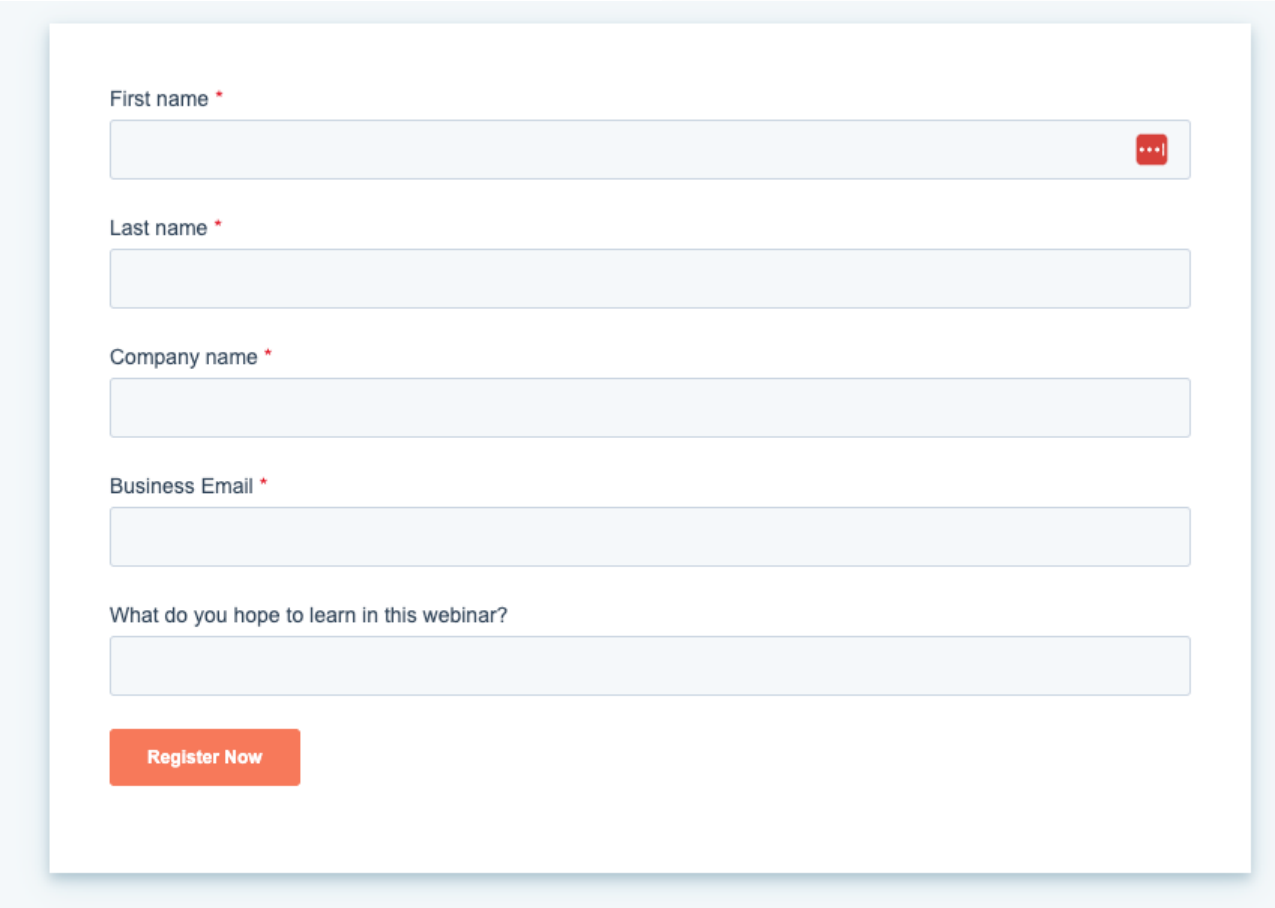
8. Use Qualifying Questions in Your Forms



- Other ideas:
  - Which best describes you?
  - Which is your biggest challenge?
  - How soon are you looking to solve this problem?

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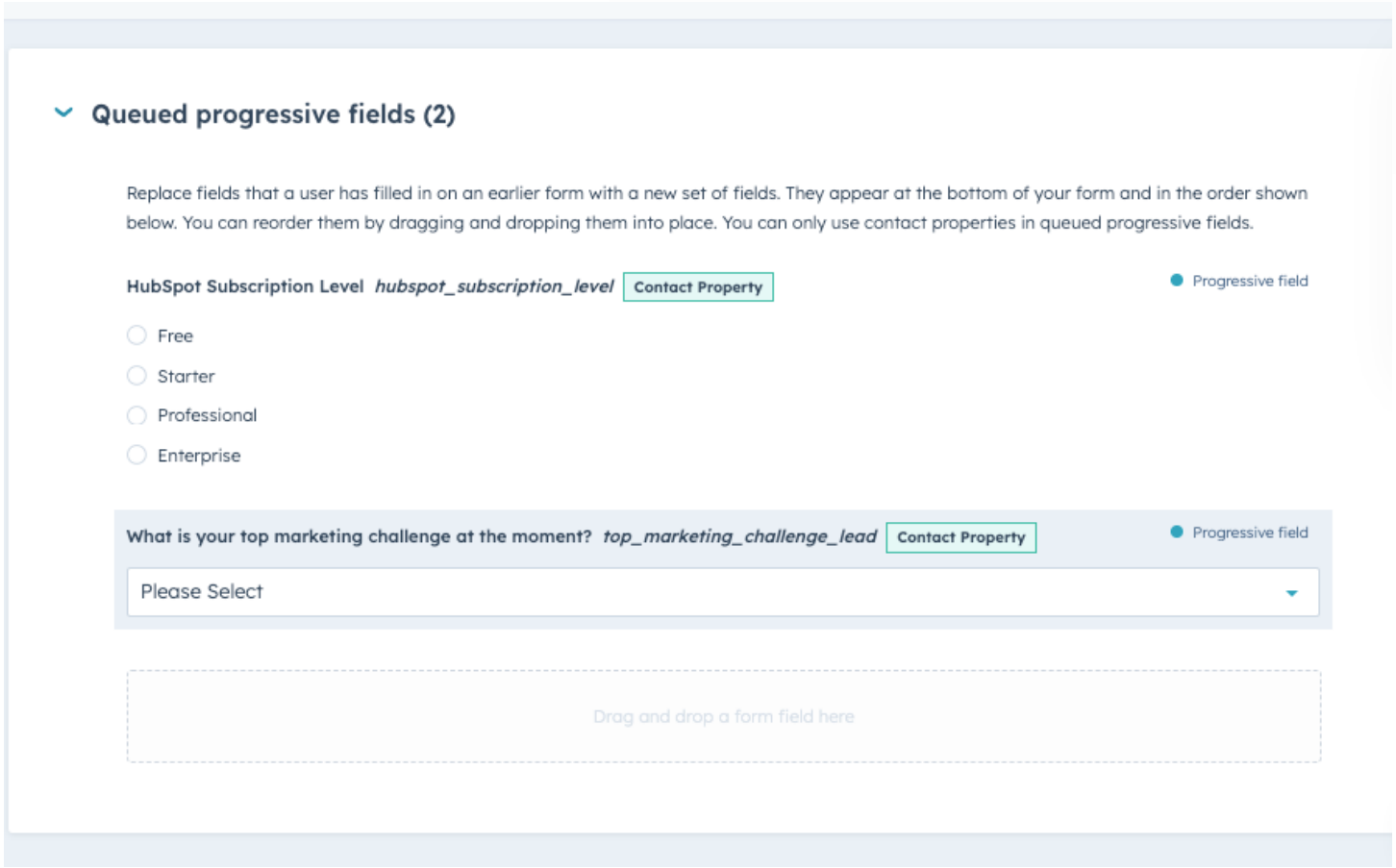
9. Use Progressive Forms to Gather More Intel



Question to ask yourself and your team:

- What, if you knew it, would help you accelerate a lead toward a sale?
- Or what would help you understand them better to nurture with the right content?

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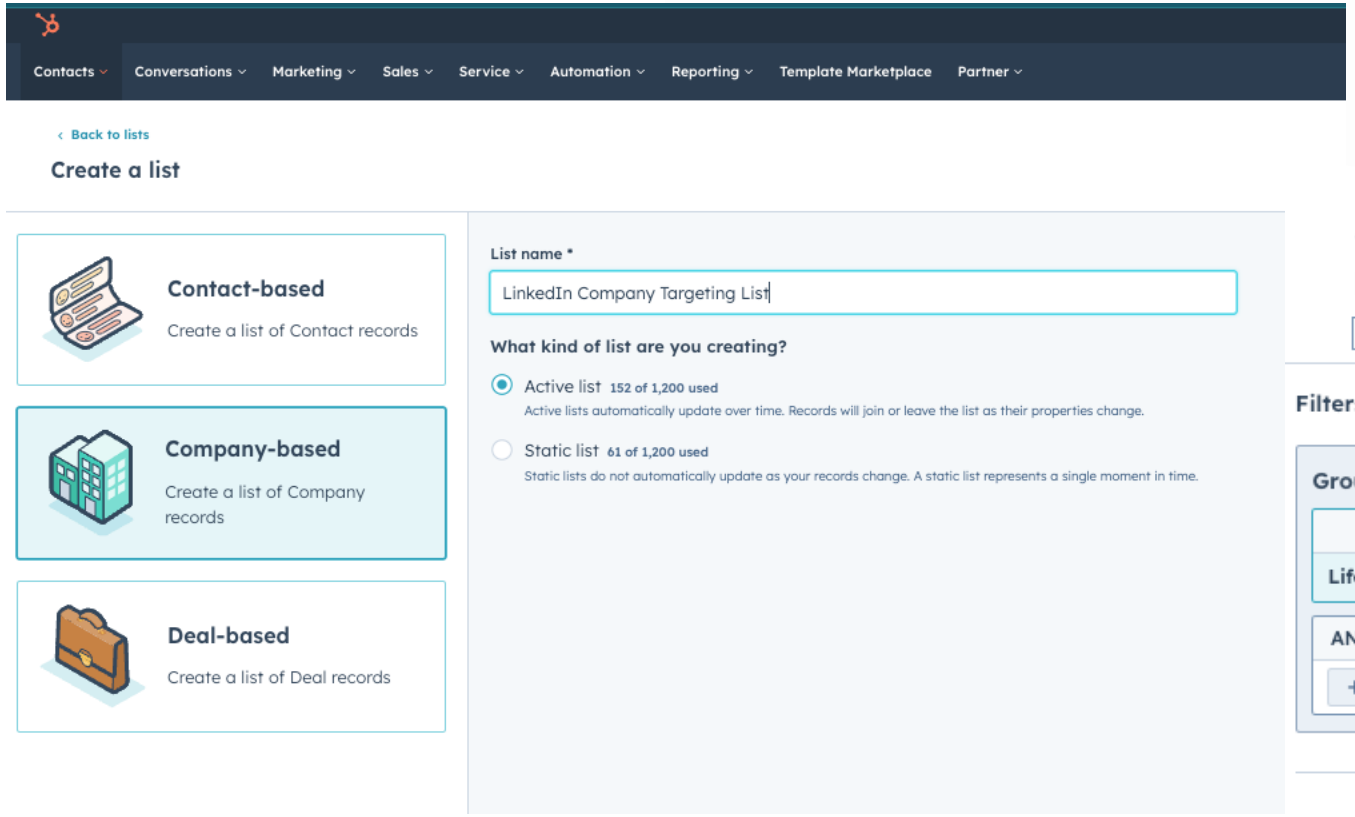
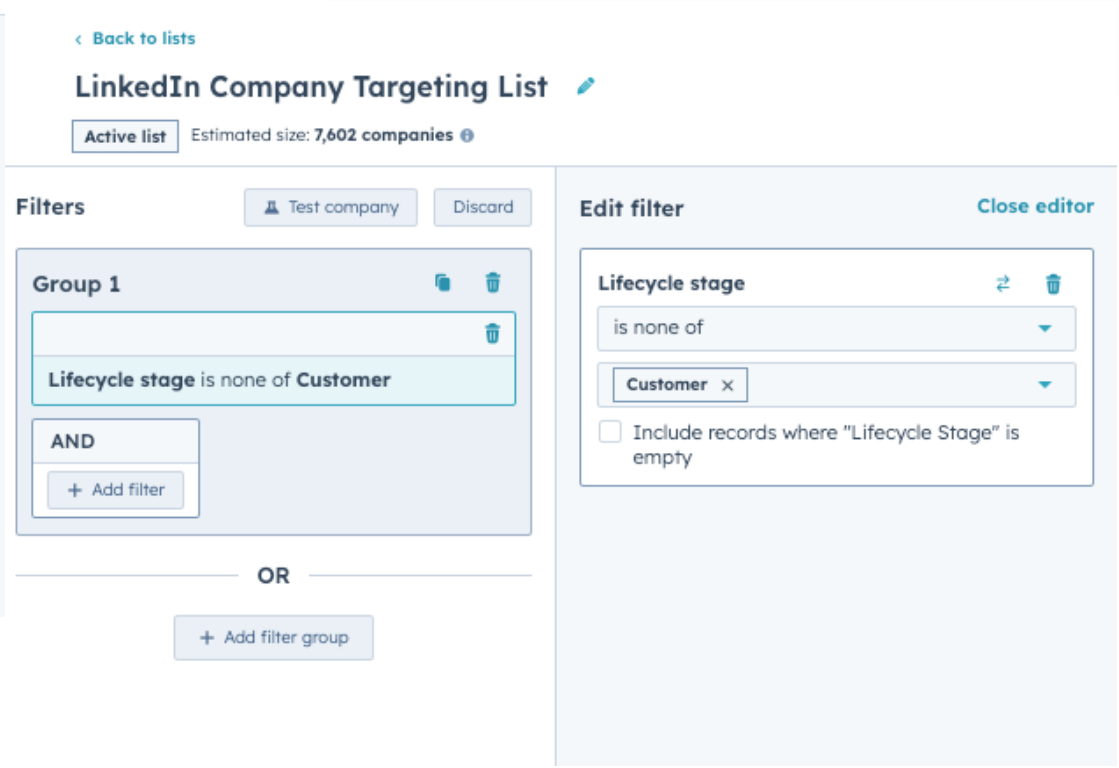
10. Sync Your HubSpot Data for Ad Targeting





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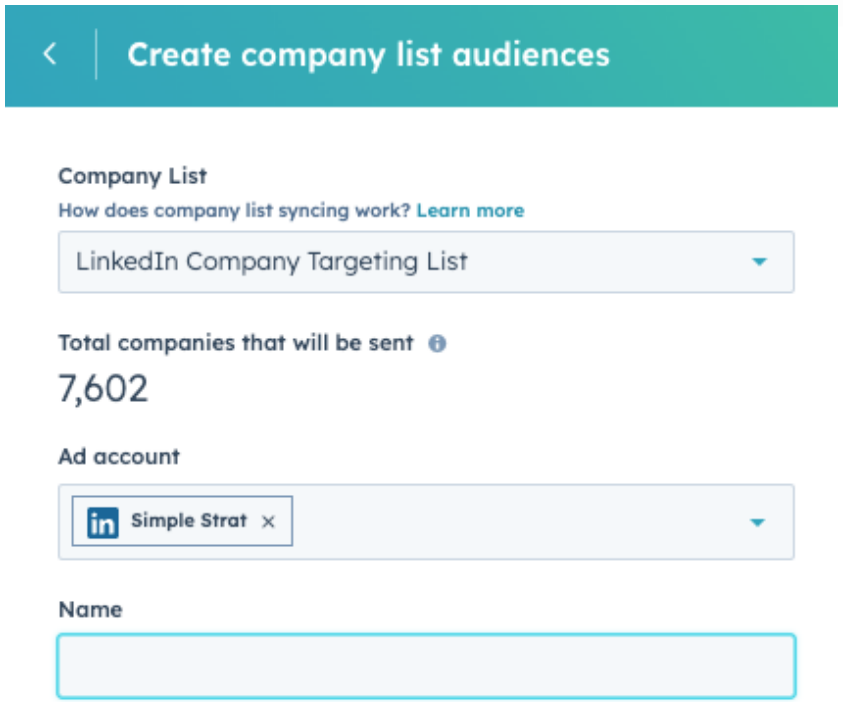

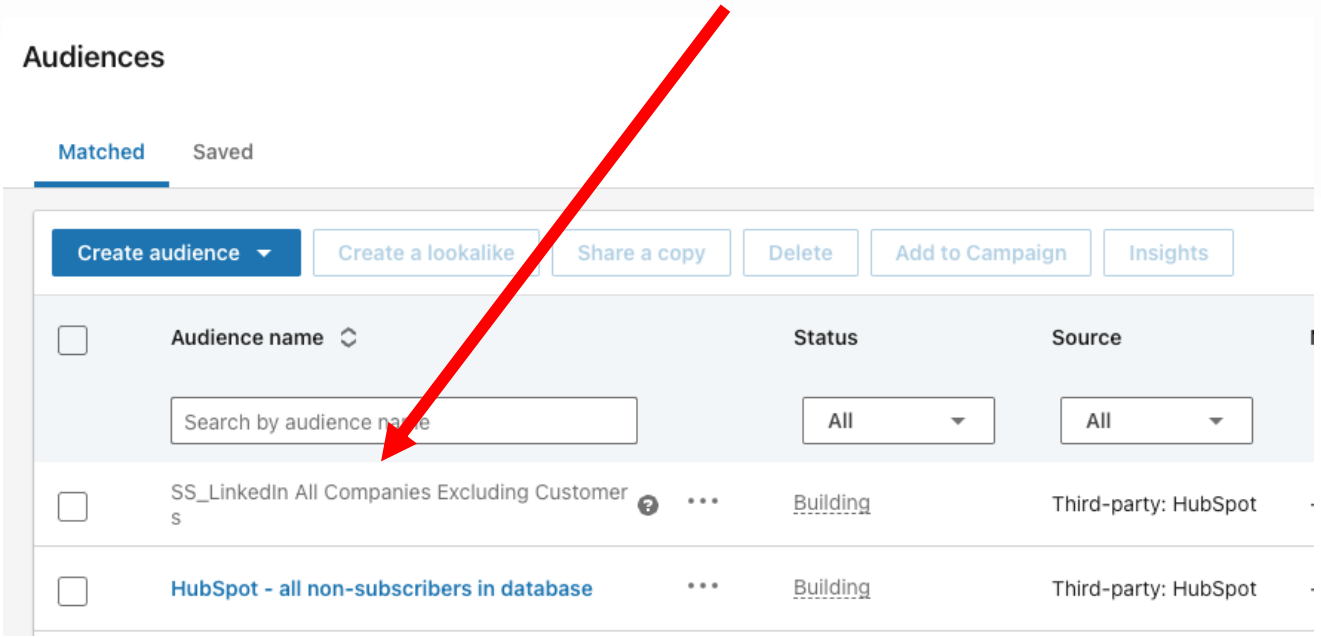

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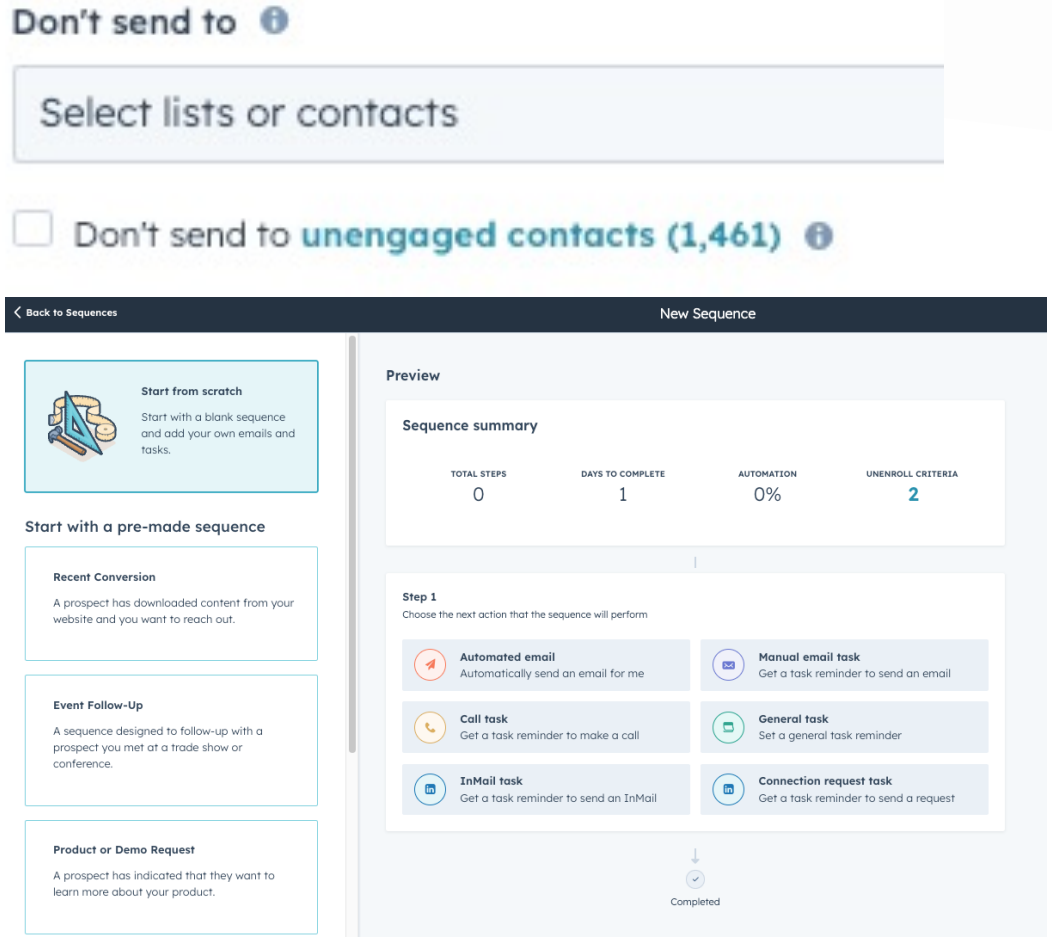
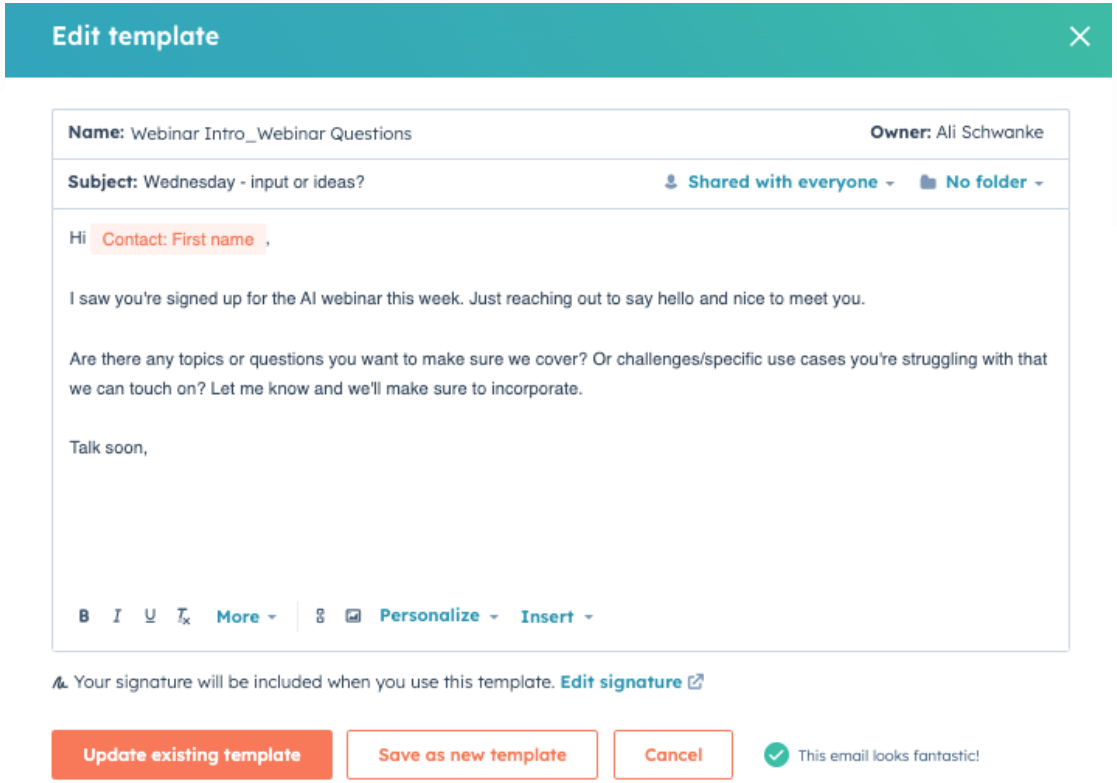
11. Re-engage gray mail (unengaged contacts)





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12. Use HS forms for quizzes and lead activities

SIMPLE STRAT

Super Fun Prop Sheet for the Big Game!

Prize: $50 Gift Card!

First name *

Email *

How long will it take Chris Stapleton to sing the US National Anthem? (From "Oh" to the end of "Brave") *

1 point

- ○ Under 125 seconds
- ○ Over 125 seconds

Will Chris Stapleton play the guitar while he sings the National Anthem? *

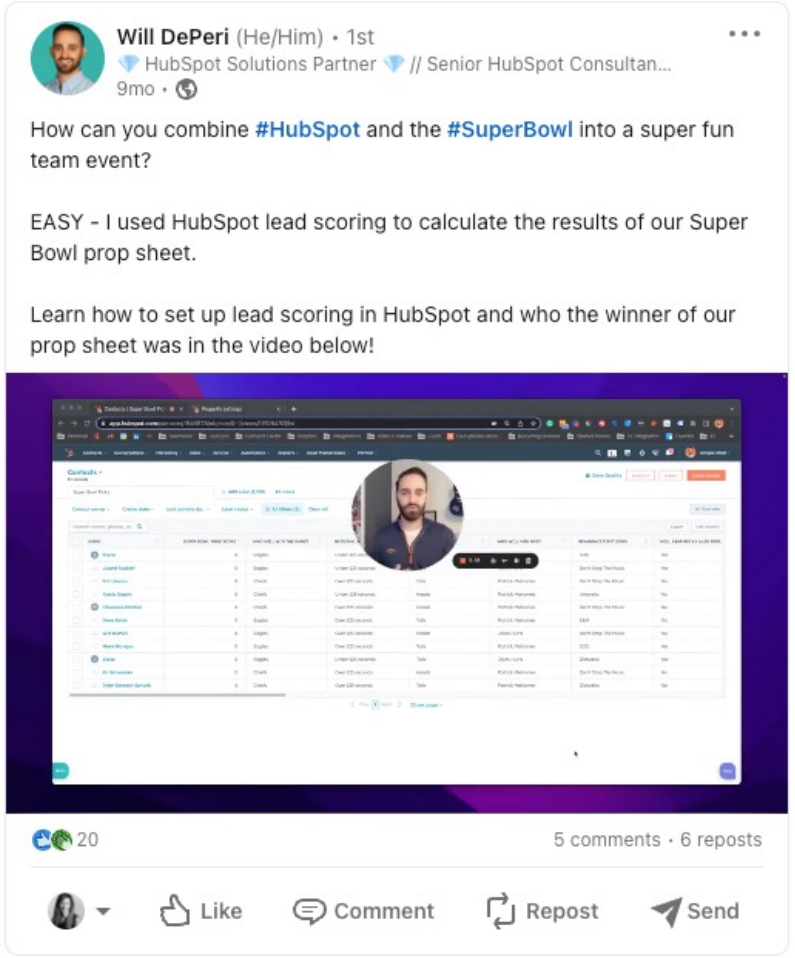
1 point

- ○ Yes
- ○ No

Will the coin toss be heads or tails? *

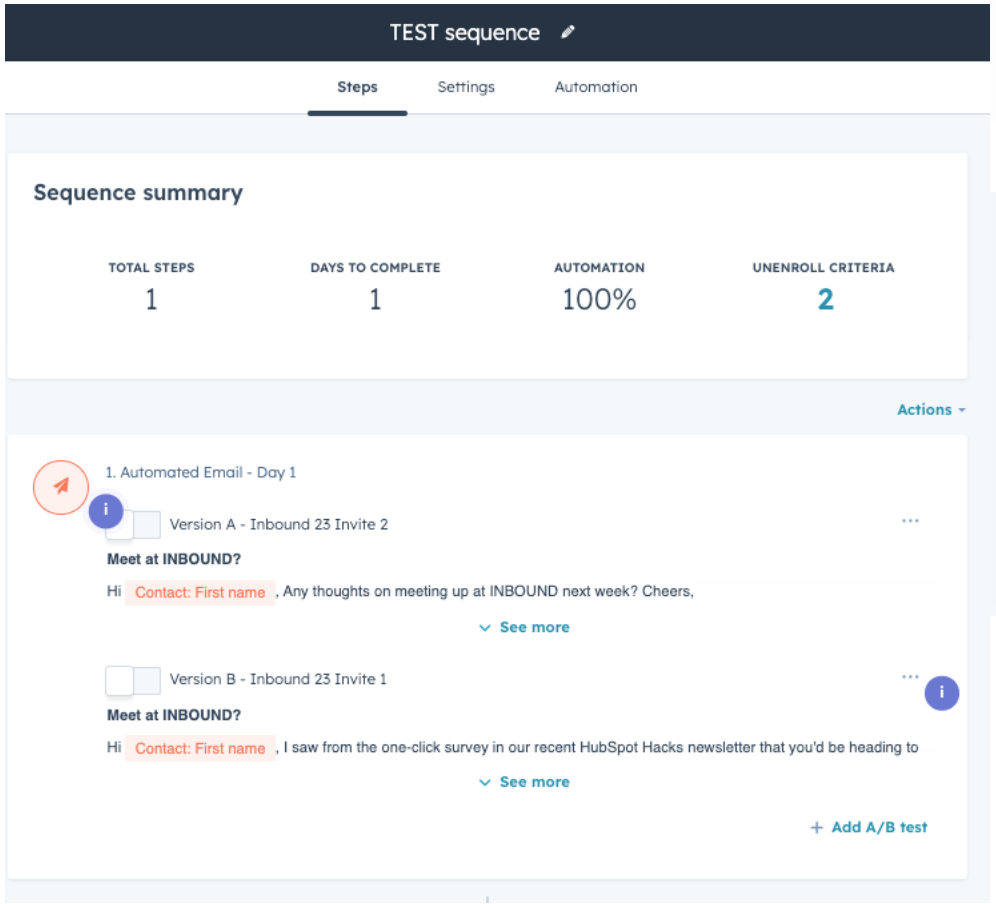
1 point

- ○ Heads
- ○ Tails



View on LinkedIn:

13. Use A/B Testing in Sequences



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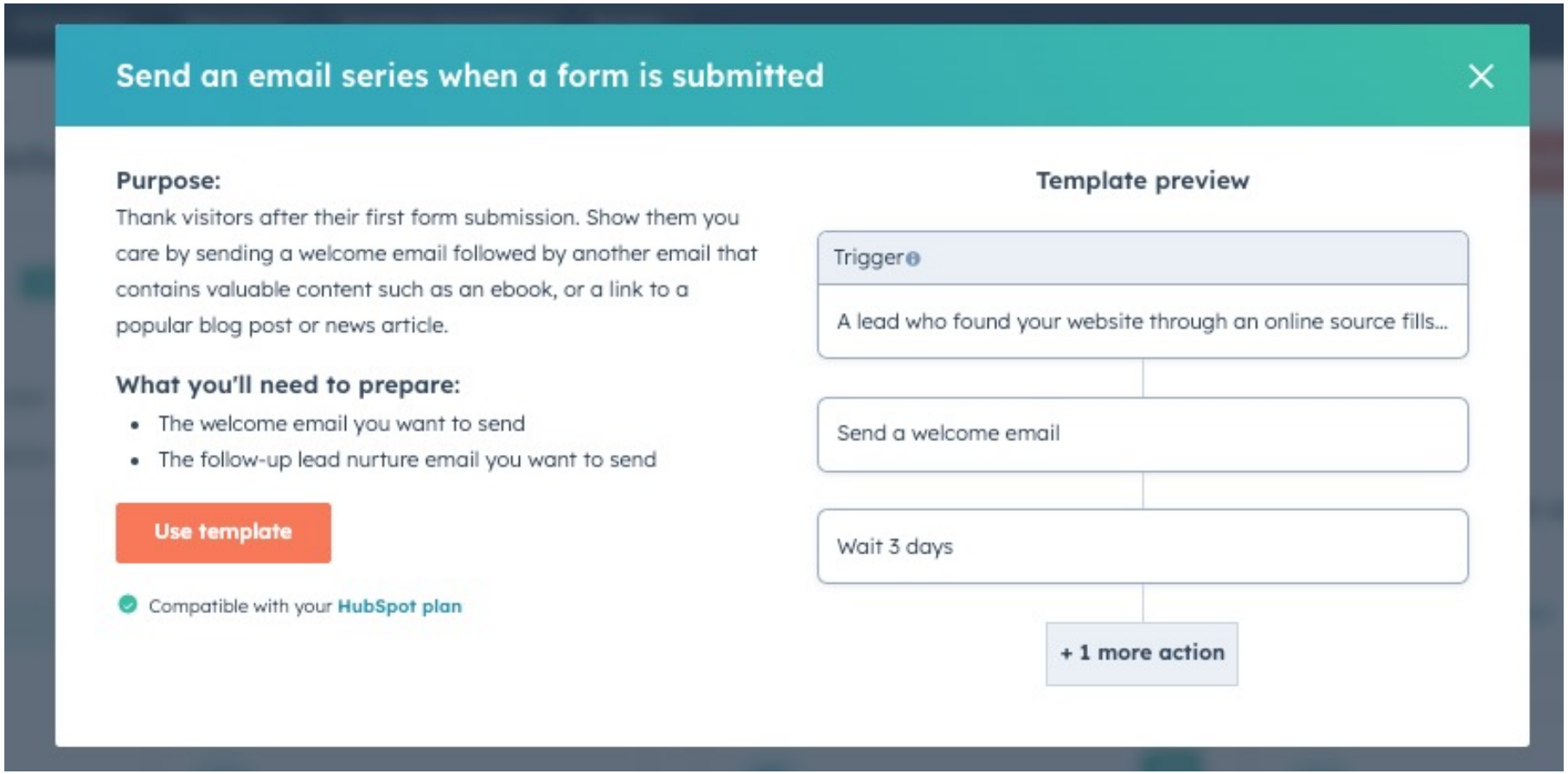
14. Enroll new contacts in “indoctrination” series

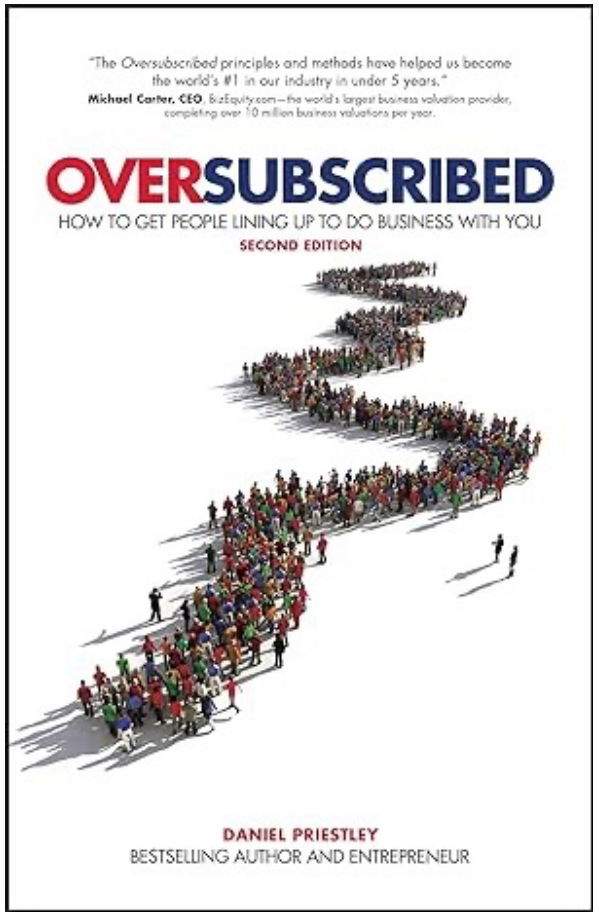


14. Enroll new contacts in “indoctrination” series

Based on the information provided, what would help them know you faster?

In Oversubscribed, the author talks about the 7-11-4 rule in terms of how we form connections - his principal focuses on time, interactions and locations.

So, you need to have spent 7 hours, across 11 interactions, in 4 locations to form a bond.



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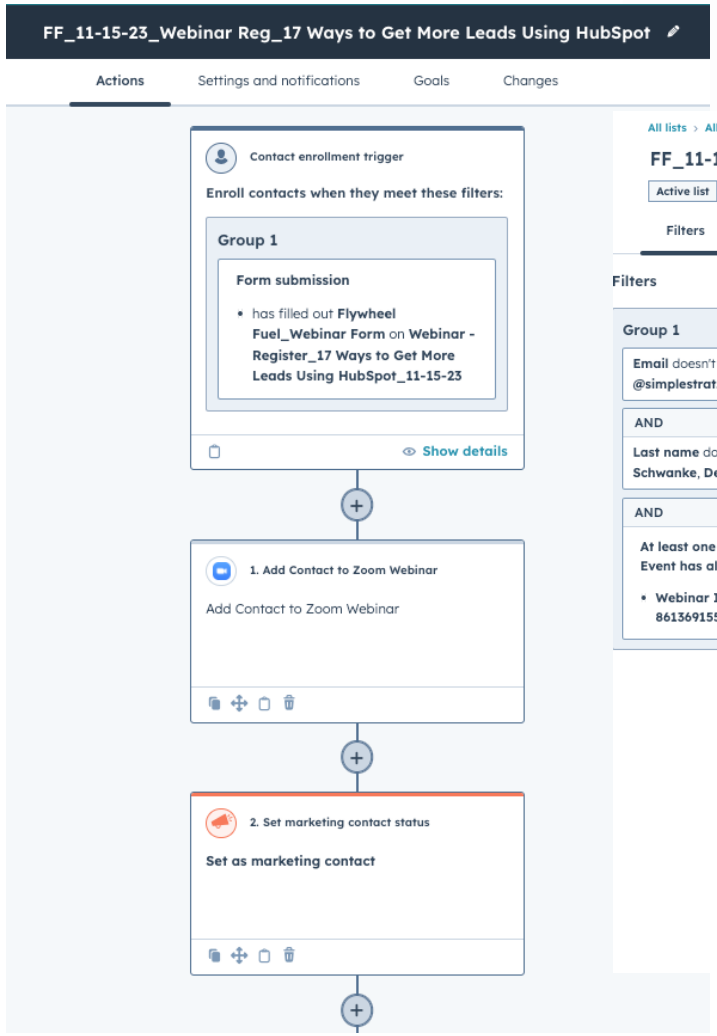
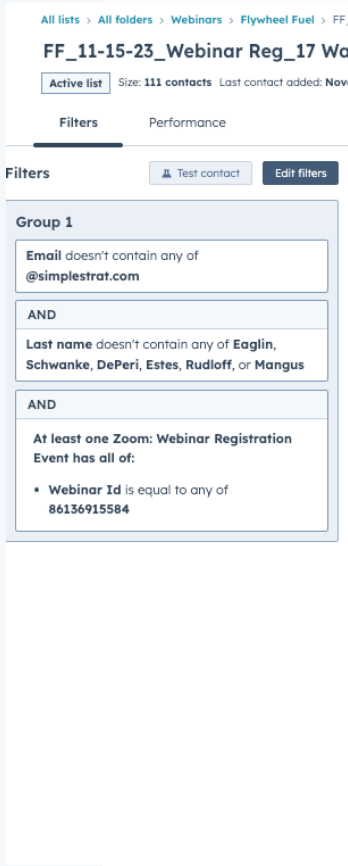
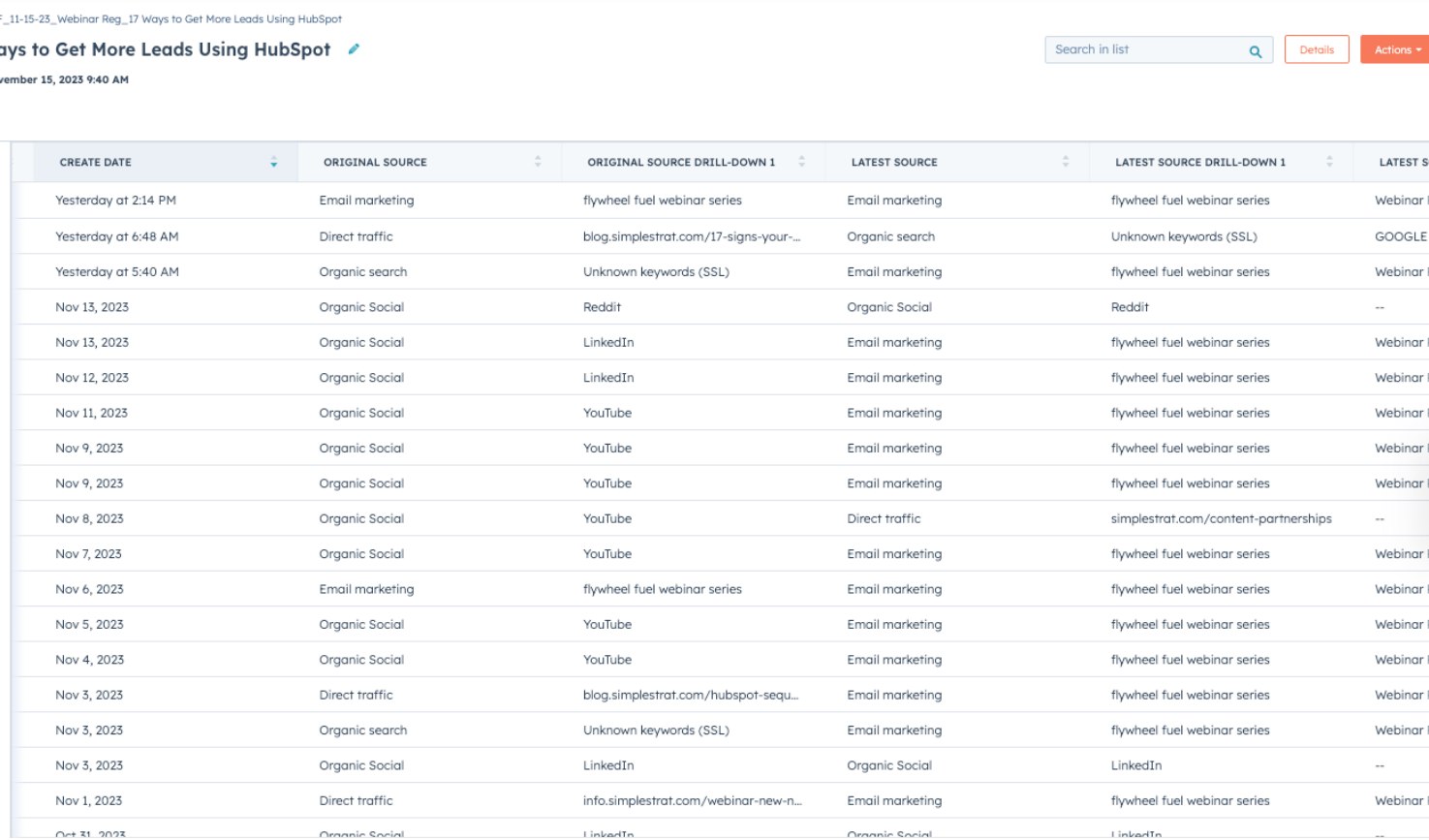
15. Host virtual events synced with HubSpot







CREATE DATE	ORIGINAL SOURCE	ORIGINAL SOURCE DRILL-DOWN 1	LATEST SOURCE	LATEST SOURCE DRILL-DOWN 1	LATEST S
Yesterday at 2:14 PM	Email marketing	flywheel fuel webinar series	Email marketing	flywheel fuel webinar series	Webinar
Yesterday at 6:48 AM	Direct traffic	blog.simplestrat.com/17-signs-your-...	Organic search	Unknown keywords (SSL)	GOOGLE
Yesterday at 5:40 AM	Organic search	Unknown keywords (SSL)	Email marketing	flywheel fuel webinar series	Webinar
Nov 13, 2023	Organic Social	Reddit	Organic Social	Reddit	--
Nov 13, 2023	Organic Social	LinkedIn	Email marketing	flywheel fuel webinar series	Webinar
Nov 12, 2023	Organic Social	LinkedIn	Email marketing	flywheel fuel webinar series	Webinar
Nov 11, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar
Nov 9, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar
Nov 9, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar
Nov 8, 2023	Organic Social	YouTube	Direct traffic	simplestrat.com/content-partnerships	--
Nov 7, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar
Nov 6, 2023	Email marketing	flywheel fuel webinar series	Email marketing	flywheel fuel webinar series	Webinar
Nov 5, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar
Nov 4, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar
Nov 3, 2023	Direct traffic	blog.simplestrat.com/hubspot-sequ...	Email marketing	flywheel fuel webinar series	Webinar
Nov 3, 2023	Organic search	Unknown keywords (SSL)	Email marketing	flywheel fuel webinar series	Webinar
Nov 3, 2023	Organic Social	LinkedIn	Organic Social	LinkedIn	--
Nov 1, 2023	Direct traffic	info.simplestrat.com/webinar-new-n...	Email marketing	flywheel fuel webinar series	Webinar

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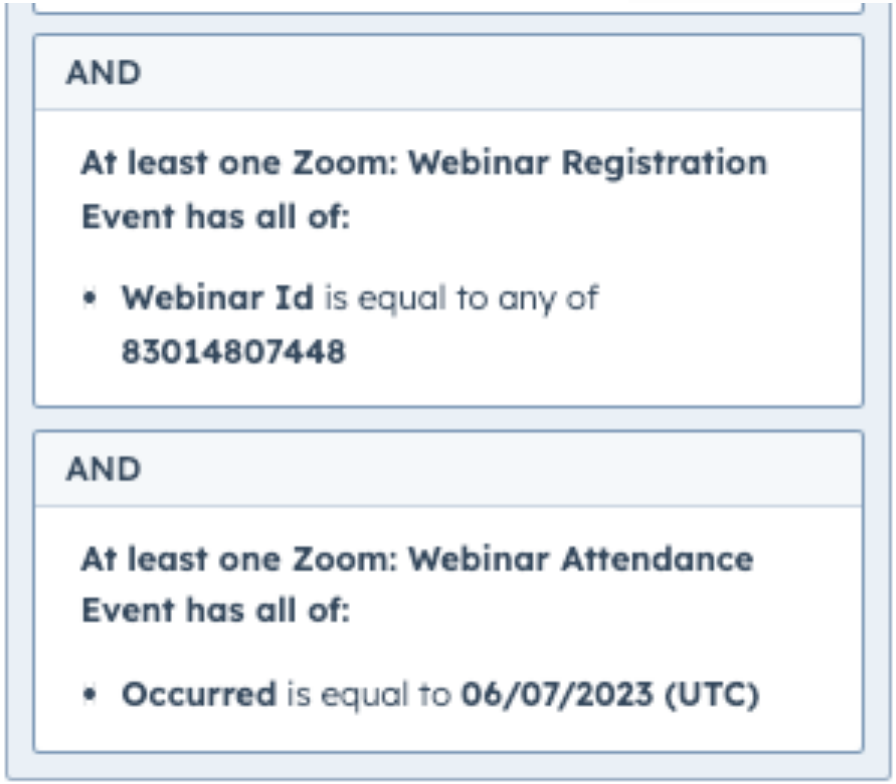

Specific follow up messages based on attendance:

Did attend – “Did you get your questions answered? Would you like to schedule a call with a HubSpot specialist?”

Did not attend – “Here are some of the key takeaways” – nurture and then ask for a call

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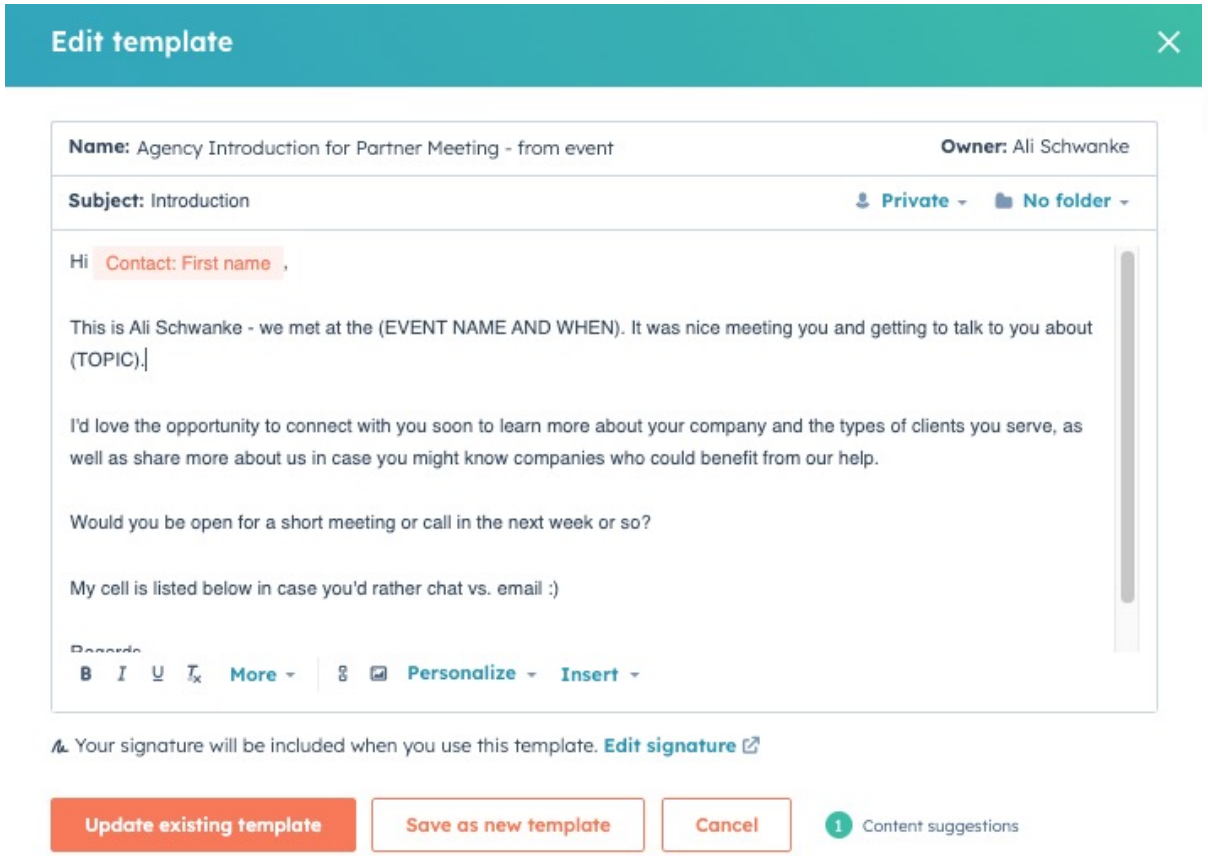
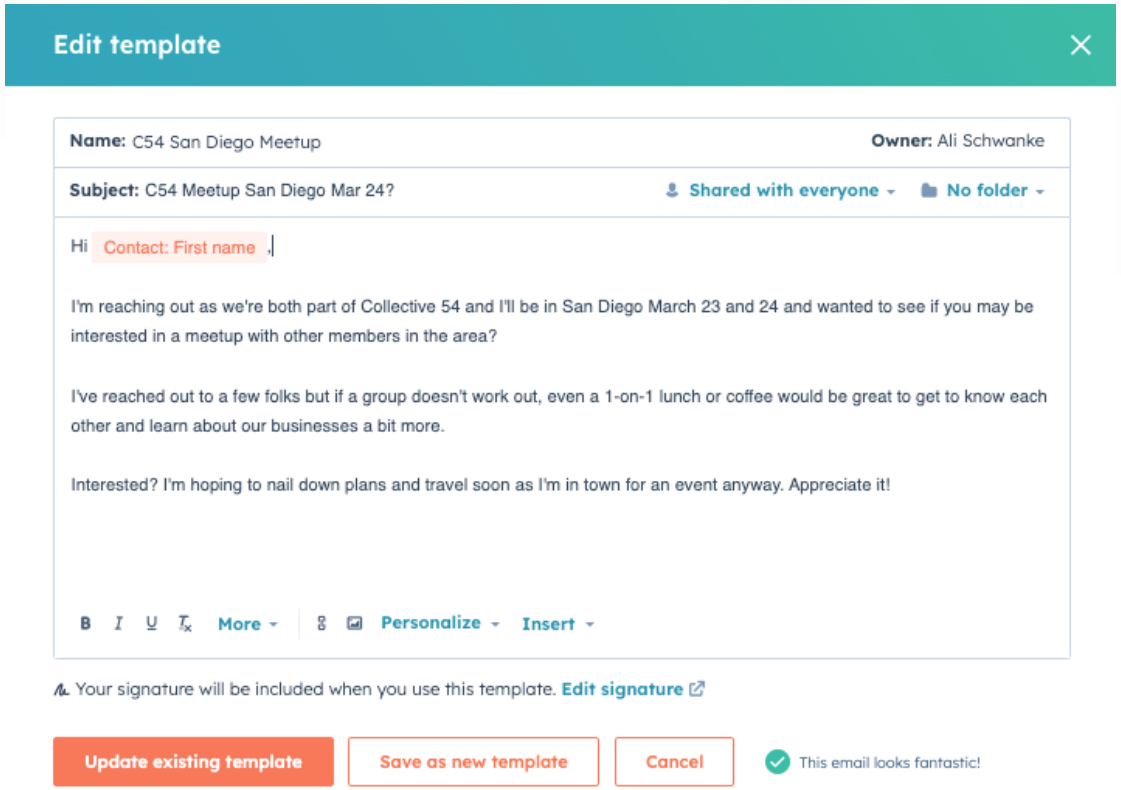
16. Identify easy touch points for templates





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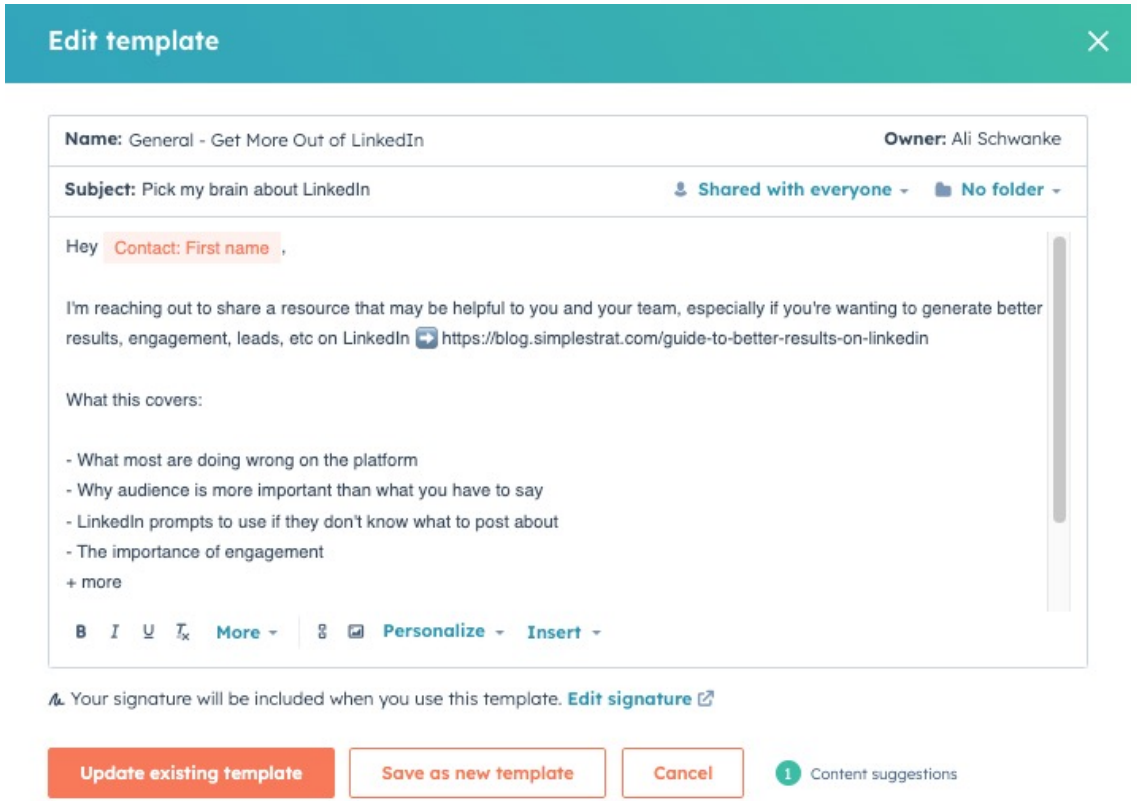

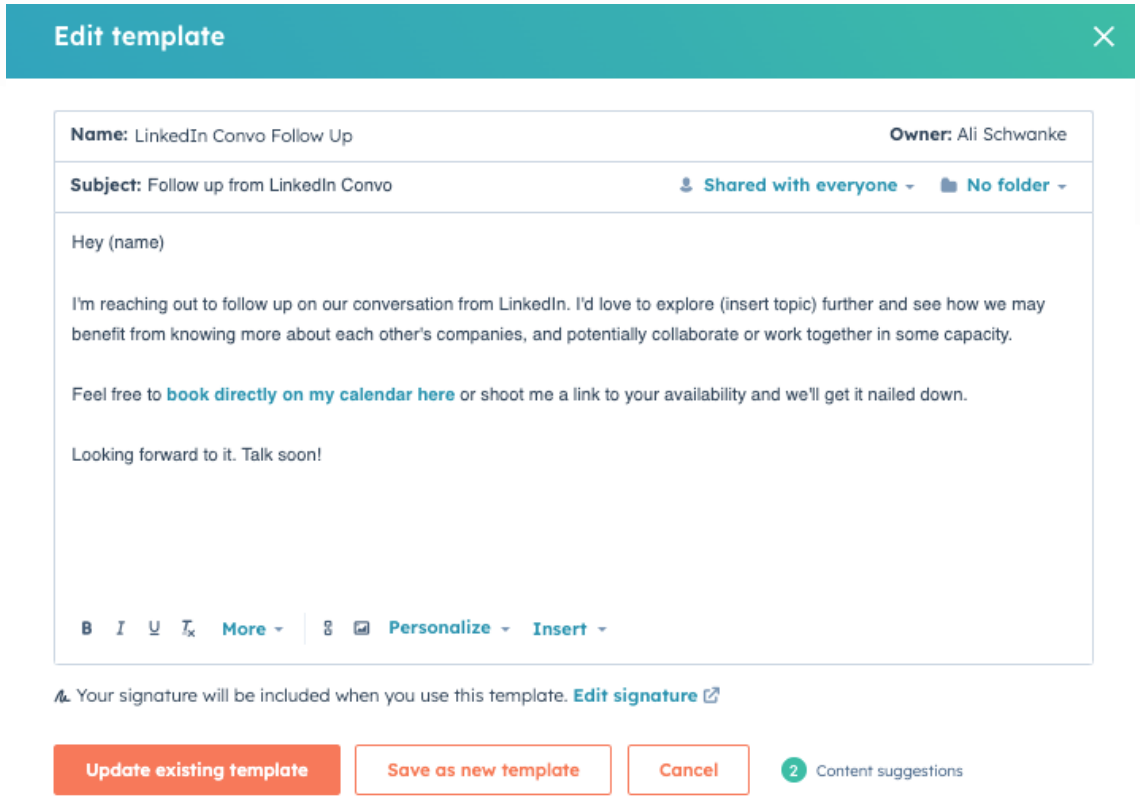

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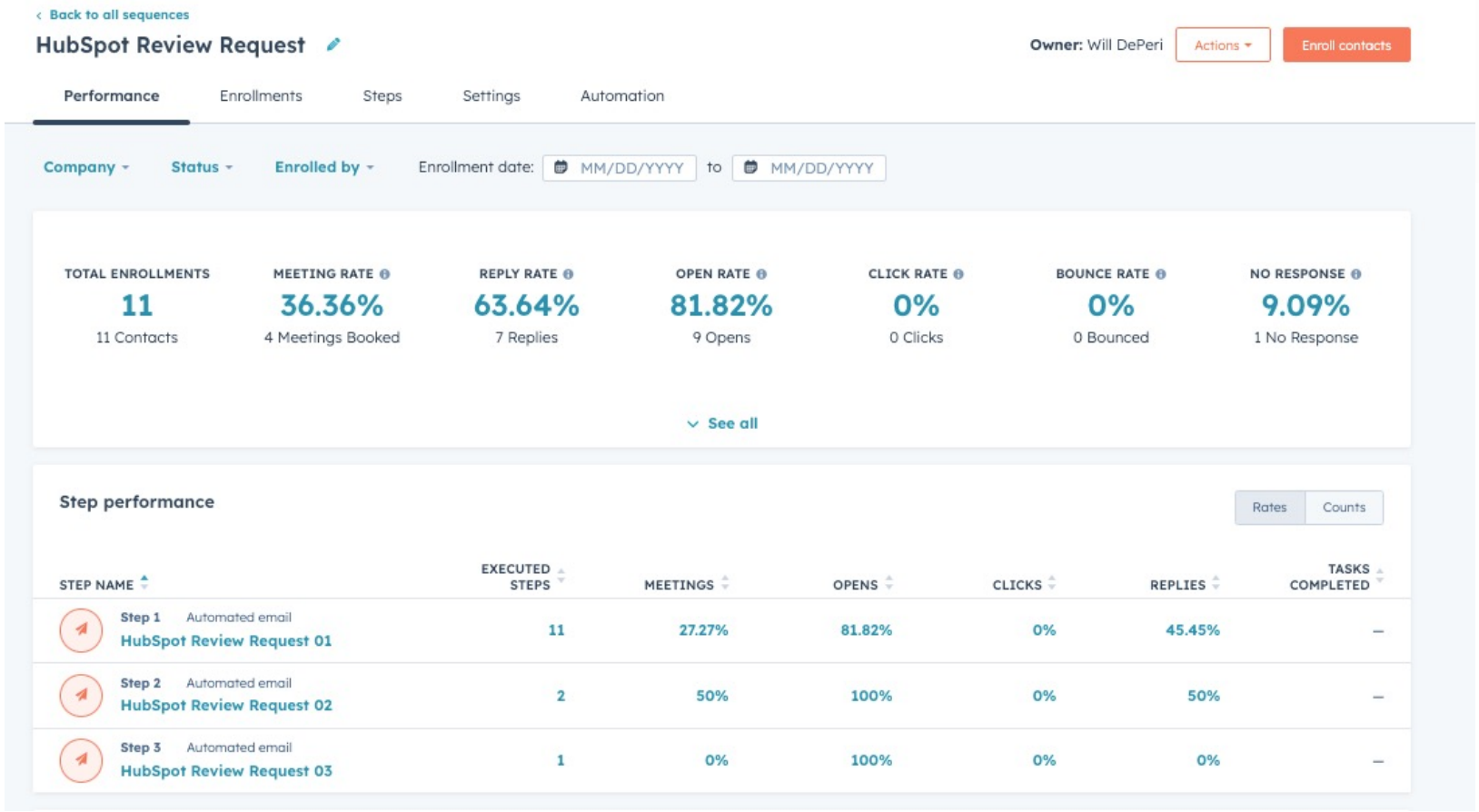
17. Generate leads through reviews/referrals



Google Reviews 5.0

REVIEWED ON Clutch 9 REVIEWS

Review us on G2

Analyzing Next Steps: Framework

Lead Gen Strategy	How we could use HubSpot to do this	What we'd need to do this:	Effort level	Need external support?	Timeline
Getting more referrals	Send 1x/month referral request	Referral template; knowing who to send referral to (don't have a property for this)	1	yes	Q1
Getting more referrals	Send 10 review requests per rep per month	Review template based on platform; tracking of who we've asked	2	yes	Q3
Getting more leads from high traffic pages	Pop up conversion for our newsletter	Pop up form; compelling offer to get on the newsletter; subscriptions	1	no	Q1

Before jumping in:

1. Gather ideas – start with the question…. “How might we _____?”
2. Look at what’s working vs not working
3. Explore your current HS level vs what’s an upgrade
4. Acknowledge time and resources
5. Seek help where needed

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THE NEW AND NOW SERIES

simplestrat.com/webinars

Getting the Most Out of HubSpot's November 2023 Product Updates

SIMPLE STRAT

Diamond HubSpot SOLUTIONS PARTNER PROGRAM

PRESENTED BY
TYLER SAMANI-SPRUNK

Q&A

What questions can we answer?